## This label is your guarantee



Distilled at Linden, New Jersey, U. S. A., by

W. J. BUSH & CO.

(INCORPORATED)

from selected Mysore heartwood [Santalum Album Linné]

NET WEIGHT 25 POUNDS

Genuine Mysore Sandalwood Oil distilled from selected Mysore heartwood is recognized as the standard of quality by leading Perfumers the world over.

The delightful effect imparted by genuine Mysore oil cannot be satisfactorily duplicated by natural or synthetic material from any source.

(In original sealed and serially numbered containers only.)

Sole Agent for the United States W. J. BUSH & CO., Inc., New York

Sole Agents for Canada W. J. BUSH & CO. (Canada) Ltd., Montreal, Canada

"ye Oldeste Essence Distillers"

W. J. BUSH & CO.

INCORPORATED

Essential Oils . . Aromatic Chemicals . . Natural Floral Products

NEW YORK, N. Y.

London - Mitcham - Messina - Grasse

ESTABLISHED 1845

## BATZOUROFF & Co.

SOFIA, BULGARIA

## PURE OTTO OF ROSE

MODERN DISTILLERIES AT :

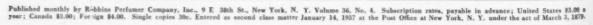
KARNARE KALOFER

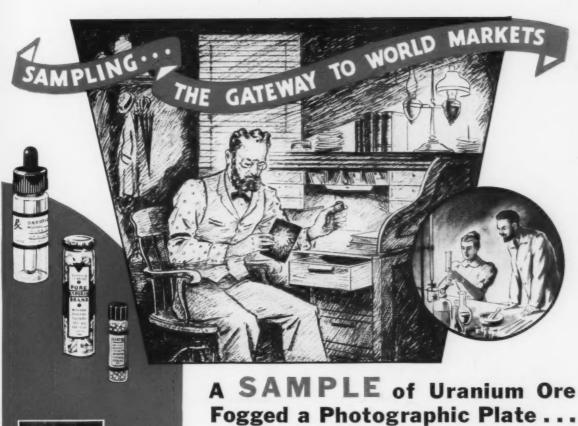
SOLE DISTILLERS BY VACUUM PROCESS

EXCLUSIVE AGENTS U.S. AND CANADA:
GEORGE LUEDERS & Co.
427-429 WASHINGTON St., NEW YORK

BRANCHES :

CHICAGO SAN FRANCISCO





## Fogged a Photographic Plate . . .

In 1898, Becquerel, a French chemist, noticed streaks of light on a photographic plate he had left in a desk drawer with a sample piece of uranium ore. He asked Marie and Pierre Curie to investigate the mysterious properties of the ore sample—and radium was discovered! Once more, an obscure SAMPLE had lighted the way to astounding truth and a blessing to mankind.

Today, samples and sampling play a dominating part in successful merchandising-and Kimble Glass Vials are called upon continuously to serve as the faithful carriers to world markets. They enable manufacturers to include samples of new products within the cartons of old, established ones. They enclose samples of foods, drugs, oils, chemicals, powders, capsules, and salts rushed to every conceivable sales center. And brilliant, retempered walls - practical, versatile closure effects—colorful labelling possibilities—have made Kimble Glass Vials the choice as the permanent package of thousands of top-notch, nationally advertised products. . . . Kimble Vials are available in all standard sizes and types—or can be designed to meet special requirements. Don't decide on your final sampling or packaging "carrier" until you've talked to Kimble. If a vial can do the trick, you'll marvel at the reduction in shipping costs, labor, and sales resistance you can effect!



The Visible Guarantee of Invisible Quality

KIMBLE GLASS COMPANY . . . . VINELAND, N. J.

NEW YORK . . CHICAGO . . PHILADELPHIA . . DETROIT . . BOSTON

April, 1938

# THE THE PARTY OF T



Be she sweet or exotic,

Be he suave or athletic,

There is a perfume for every modern

preference (and many an old-fashioned
one too) among the creations of

VAN AMERINGEN-HAEBLER, INC.

315 Fourth Ave., New York, N. Y.



GARDENIA

The true, natural fragrance of fresh

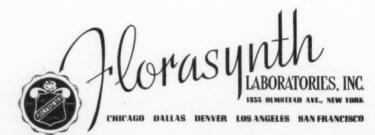
GARDENIA blossoms . . . Lovely in any

cosmetic or perfume . . . Gardenia No. 8

at \$8 a pound . . . Gardenia No. 24 at

824 a pound. . . . . . .

Testing samples and data on request





That is why it is called the self-selling lipstick—why our customers say it is the greatest advance in lipstick manufacture in a decade!

It has a super-lustre (regardless of shade in which it is made) that immediately attracts the women. And this super-lustre retains its bright glow of texture until the last particle is used. It does not dull or "sweat" with age or exposure. Of course, it is highly indelible, velvet-smooth to apply, non-greasy, non-toxic!

As those who trade with us know—Helfrich never makes extravagant or over-enthusiastic claims—so you are urged to write or wire today for samples of this sensational lipstick!

We make private brand cosmetics exclusively.

We do not compete with those we serve,

Rouge Compacts · Creme Rouge · Face Powder Powder Compacts · Eye Shadow · Cosmetique

## HELFRICH LABORATORIES

HELFRICH LABORATORIES, 564-570 WEST MONROEST., CHICAGO HELFRICH LABS. OF N. Y. C., INC. 30-34 WEST 26TH ST., NEW YORK HELFRICH LABS. OF CANADA, LTD., 690 KING ST., WEST, TORONTO, ONTARIO



BALDWIN & BALDWIN, 819 Santee St., Los Angeles, Calif. CHARLES H. CURRY, 420 Market St., San Francisco, Calif.



## BRIDGEPORT

METAL GOODS MFG. CO.

BRIDGEPORT, CONNECTICUT . TEL. BRIDGEPORT 3-3125

VANITY CASES . ROUGE CASES . PASTE ROUGE CONTAINERS LIPSTICK HOLDERS . EYEBROW PENCIL HOLDERS . BOTTLE CAPS . JAR CAPS

## AN INVITATION

ANY an out-of-towner affiliated with the drug, perfume and cosmetic industries will find business or pleasure directing his path toward New York during the coming months. As a suggestion—and as a most cordial invitation to those planning such a visit—why not add to your list of "Things To Do In N. Y." this notation: Stop in and see Fritzsche Brothers' Plant.

Here you will have an opportunity to inspect an establishment rated among the finest and most modern of its kind. You will get an insight into the functioning efficiency of our service department; you will see how each individual problem receives the studied attention of a specialist trained in that particular line. You will see also our well equipped laboratories, our miniature soap plant and many other interesting and exclusive facilities for research into the hundreds of varied problems with which our organization is constantly employed.

Such a visit may encroach slightly upon your time, but even so, we feel sure you will look back upon it long afterwards as time well spent. Therefore, whether you are one of our patrons or not, we hope you will afford us the pleasure and privilege of conducting you through our plant. Won't you write us that you are coming?

FRITZSCHE BROTHERS, Inc.



## A TREAT for MADEMOISELLE



GARDENIA #8

An excellent reproduction of this popular flower.



**BOUQUET #128** 

A "lifting" Aldehyde type blended with Oak Moss and Orchid.



**BOUQUET #129** 

A modern, soft, flower type characterized by Aldehydes.



BOUQUET #130

A typical French bouquet, neither light nor heavy.



BOUQUET #131

A light flower bouquet based on Ylang, Lilac and Muguet.



BOUQUET #132

Orris, Labdanum and Jasmine bouquet—one of the most popular of the day.



A brilliant, light, flower per-



BOUQUET #134 Sweet "precious wood" type.



BOUQUET #135

Heavy Oriental type



BOUQUET #136



An outdoor type with peculiar



An intensely sweet, persisted



# ufor YOU. as well,

HE'LL adore your enchanting extracts . . . . she'll exhilarate in your refreshing toilet waters . . . . and she'll find a caressing thrill in the soft, sweet delicacy of powders perfumed with our new French type concentrates. Your products will prove an even greater treat when she discovers how moderately their use taxes her "beauty budget". For these delightful compositions were created with a dual purpose in mind: To achieve the exotic character typical of French odeurs, and at prices within the range of the average woman's purse.

You who adopt these unique specialties will have the satisfaction of achieving unbelievably fine odor effects at a price of less than \$10. per pound per concentrate.

Your request for an exact quotation and sample of any one of these twelve specialties will bring convincing proof of their outstanding value by return mail.



"Fragrance Creates Sales Appeal"

38

Proprietors of PARFUMERIES de SEILLANS Seillens, France 76 NINTH FRITZSCHE BROTHERS, of Canada, Ltd., 77-79 Jarvis St., Toronto, Canada 118 WEST OHIO ST.

## HAS THIS SHORTAGE AFFECTED YOU?

ERHAPS you are one of the many perfumers who have been inconvenienced lately by the scarcity of natural Abyssinian Civet. If so, you have immediate advantages to gain by trying our

CIVET ARTIFICIAL, F. B.

Actually compare it with the genuine product in its pure state as well as in tinctures. We can assure you it will take an expert to detect a difference.

When you consider that CIVET ARTIFICIAL, F.B. has the same characteristic softness of odor for which the natural product is so valued; that it resembles the latter closely in color and consistency; that it is twice as strong, much more soluble, and sells at less than one-third the cost . . . . . . these coupled with the present acute shortage . . . . what better reasons for giving this remarkable synthetic a trial?

Write us for further details.

## FRITZSCHE BROTHERS, Inc.

Port Authority Commerce Bldg. 76 Ninth Ave., New York, N. Y.

#### Branches

ATLANTA, GA. 508 Standard Building BOSTON, Mass 206 State Street CHICAGO, III

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PHILADELPHIA, PA. 12 South 12th Street LOS ANGELES, CAL. 816 West 8th Street

ST. LOUIS, MO. 308 South 4th Street

SAN FRANCISCO, CAL.

FRITZSCHE BROTHERS OF CANADA, Ltd.
77-79 Jarvis Street, TORONTO, CANADA

PRODUCTOS FRITZSCHE BROTHERS, S. A.

PARFUMERIES DE SEILLANS, SEILLANS (VAR), FRANCE



## 6 Eye Shadow Eye Openers

## They have an important bearing on sales and profits. Do you know the correct answers?

- **1.** For what specific purpose is Eye Shadow intended?
- **2.** What is the most satisfactory texture for Eye Shadow?
- **3.** How important is color as a factor in Eye Shadow?
- **4.** What consumer age group leads in percentage of Eye Shadow use?

15 to 19 20 to 29 30 to 39 40 and over

- **5.** How many times a year do users purchase Eye Shadow?
- **6.** What laboratory manufactures more than 60% of all Eye Shadow, in all price ranges, used in the United States?

NOTE: If you have any doubt about the correct answers to these questions, A & Mullen will be pleased to send you a detailed report. No obligation—just write bim at 30 Rockefeller Plaza or call COlumbus 5-6820

### AMERICAN PERFUMERS' LABORATORIES, INC.

Makers of the World's Finest Cosmetics

#### 30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

In Canada: 1015 St. Alexander Street, Montreal, Quebec

Private Brands Exclusively

P. S. — You will be interested to know that Eye Shadow for non-professional use was originated by APLI in 1929 . . . see announcement in March 1929 issue of American Perfumer & Essential Oil Review.

ROUGE SUPREME . LIPSTICKS APLI . FACE POWDER APLI . MASCARA APLI . EYE SHADOW APLI

April, 1938

9

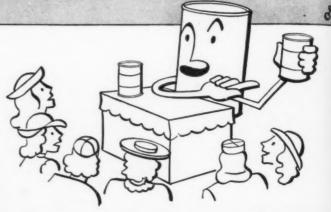
## Packages can use the Gentle Art

## SALES PERSUASION



## ALL THE FEATURES OF A GOOD CONTAINER

The attractive clean-cut lithograpy of this metal container gets attention, makes a handsome display. The convenient handle and pouring spout make the can easy to use. The container does an excellent job of keeping the product in good condition at all times. An example of Canco container cooperation with the product.



Your container can help clinch the sale. Either through attractiveness and eye-appeal; special convenience features; or extraordinary product-protection. Canco containers use any or all of these means to help boost sales of a product.

## REDESIGNED FOR EXTRA SALES

This new, lithographed metal container replaces a paper labeled container used formerly. Increased quality appearance of the new container lends increased identification at the sales counter, often resulting in extra sales. Perhaps a redesigned container can help you increase sales of your product. Write Canco today for suggestions—no obligation.



## CANCO GRADE GREAT STOP

#### A LESSON IN ECONOMICS

This fibre container affords exceptionally lowcost protection. It has a metal bottom and screw type top. It's just one of many different packaging problems handled by Canco. Why not inquire about an economical package for your product?

## AMERICAN CAN COMPANY

230 PARK AVENUE, NEW YORK, N. T.

104 SOUTH MICHIGAN AVENUE, CHICAGO 111 SUTTER STREET, SAN FRANCISCO WORLD'S LARGEST MANUFACTURER OF METAL AND FIBRE CONTAINERS

# WAKE UP/



ELTON

PUT NEW LIFE IN YOUR FACE POWDER WITH

Melanthene#38

Step up to the cosmetic counter of any drug or department store and watch women buying face powder. You'll see almost everyone of them smell the powder before they consider the other qualities, It's the fragrance that makes the first impression. It's the fragrance that first influences the sale!

Get your face powder off to a head start on sales counters with Felton's new perfume—MELANTHENE No. 38. Wake up to the advantages it offers in helping you produce a "hit".

SEND FOR YOUR SAMPLE AT ONCE!

A test will prove its amazing lasting qualities, intriguing fragrance and trouble-free efficiency that prevents discoloration, caking and irritation!

Manufacturers of Aromatic Chemicals, Natural Derivatives, Perfume Oils, Artificial Flower and Fla-

FELTON CHEMICAL COMPANY, INC.

603 Johnson Avenue Brooklyn, New York.

SOSTON, MASS.—80 Boylston St. SANDUSKY, OHIO—1408 W. Market St. CHICAGO, ILL.—1200 N. Ashland Ave.
ST. LOUIS, MO.—4610 West Pine Blvd.
LOS ANGELES, CALIF.—4727 W. Washington Blvd.
SAN FRANCISCO, CALIF. — 707 Kohl Bldg.

April, 1938

vor Oils.

at-

ict.

# DE LAIR E EST. 1878 AROMATIC CHEMICALS & SPECIALTIES

Lilas Triple

No better lilac at *any* price. Throughout evaporation it retains its delicate, flowery character, which contributes a necessary element to many types of perfume.

There is a deLaire specialty for every perfume requirement.

### "D & O" PERFUME RAW MATERIALS

AMBERGRIS • MUSK • CASTOREUM RESINS • TINCTURES • FLORAL WATER'S

and especially "D & O" PERFUME BASES, adequately fulfil all requirements. The finished "D & O" BASES are adapted to every purpose and are available within any cost limits.

Let us work with you in strict confidence on your perfume requirements.

ESTABLISHED IN 1798

DODGE &
180 VARICK ST., NEW YORK. N. Y



These oils, famous for high quality and uniformity for over a century, are marketed by W. SANDERSON & SONS (Messina, Sicily—Founded 1817).

### LEMON

### ORANGE

## MANDARIN BERGAMOT

Prompt deliveries are made from the New York and branch stocks of DODGE & OLCOTT COMPANY, sole American and Canadian Distributors.

## OLCOTT COMPANY

BRANCHES:

PHILADELPHIA 503 Arch St.

BOSTON 232 Milk St. CHICAGO 178 No. Wacker Drive ST. LOUIS 15 So. 4th St. LOS ANGELES 923 E. 3rd St.



THE

OUTSTANDING

DEVELOPMENT

OF THE

YEAR

## TONKAIRE

An aromatic ingredient which eliminates alcoholic sharpness and mellows perfume compositions.

For the elimination of alcoholic sharpness, TONKAIRE stands supreme. It has that necessary *leverage* effect and it adds the note of buoyancy and mellowness so eagerly sought after.

For removing alcoholic sharpness—one-quarter to one-half ounce per gallon of alcohol.

For mellowing of perfume compositions — Addition of 5% TONKAIRE to your perfume compound.

Try it and be convinced! Trial ounce \$1.00 Trial pound \$8.00

Compagnie Parento, Inc.



Executive Offices and Laboratories: CROTON-ON-HUDSON, N. Y.

NEW YORK CHICAGO DETROIT SEATTLE LOS ANGELES SAN FRANCISCO
PORTLAND, ORE. COLOMBES, FRANCE LONDON, ENGLAND
COMPAGNIE PARENTO LTD., 73 Adelaide Street, W., Toronto, Ontario, Canada



# By more than 2 to 1 AMERICA'S FAVORITE OIL OF LEMON

continues to be Exchange Brand



The World's Largest Plant Devoted Exclusively to Lemon Products

FROM rich California lemons, cold pressed and clarified, comes Exchange Brand Oil of Lemon, U.S.P.—with the flavor that pleases the American taste.

It is uniform always, in all characteristics. Nowhere in all the world is the production controlled so exactingly.

True flavor. Uniformity. Exceptional dependability. A fair price. There you have the reasons why Exchange Brand Oil of Lemon, U. S. P. is far and away America's favorite Lemon Oil.



Sold to the American market exclusively by

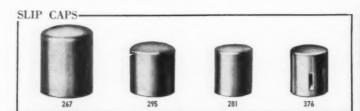
FRITZSCHE BROTHERS, INC.
76 NINTH AVENUE, NEW YORK CITY
180 VARICK STREET, NEW YORK CITY

Distributors for

CALIFORNIA FRUIT GROWERS EXCHANGE

Products Department, Ontario, California

Producing Plant: EXCHANGE LEMON PRODUCTS CO., Corona, California



TALCUM CAPS-Plain&Knurled



SCREW CAPS















300 18 M/M

CONCEALED THREAD CAPS



406 10 M/M

MISCELLANEOUS ·



## **Improve**

THE APPEARANCE OF YOUR PACK-AGE with an attractive serviceable stock or specially designed



For perfumes, talcum and tooth powder, bath salts, lotions, etc. Furnished in a variety of designs in fancy metal-plain brassaluminum - brass nickel plated -nickel silver - stainless steel . . . Enameled caps, all colors. Our "Negative Finish" resists acids, alkalies and alcohol.

Samples and prices on request.

## BRASS GOODS

MANUFACTURING CO. 345 ELDERT STREET

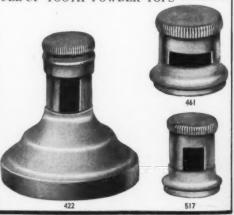
BROOKLYN, N. Y. Phone: Foxcroft 9-3900

TWO PIECE BALL CAPS-





PULL-UP TOOTH POWDER TOPS



CUSTOM DESIGNS IN STAMPED AND DRAWN METAL SPECIALTIES

B-G Caps for Perfumes, Talcum, Tooth Powder, Bath Salts, Lotions, Salt & Pepper Shakers, etc. . . . Sifter Top Caps, Slip Caps (Round Square, Oval, Slotted).



And it only started as an Idea!

Faced with the necessity of expanding his market, the president of a large company selling bulk products had an idea. He visualized the possibility of an entirely new use for one of his products, packed in smaller units and sold to a broader consuming market. Crystallizing his thoughts, he called for action. Many conferences and discussions were held, experiments made. Everything had been worked out but the package. Now the question which remained was—could Continental develop the type of container they needed with the proper closure to dispense their product?

A short time elapsed while Continental's research and development departments designed, packed, tested and experimented with their product. Then, the ideal container was evolved. That which only started as an idea had been realized.

Continental has helped many manufacturers to capitalize on merchandising ideas. Continental's own suggestions have been responsible for many important sales gains. No matter what your problem is you'll find Continental preeminently qualified to render intelligent service.

## CONTINENTAL CAN COMPANY

NEW YORK

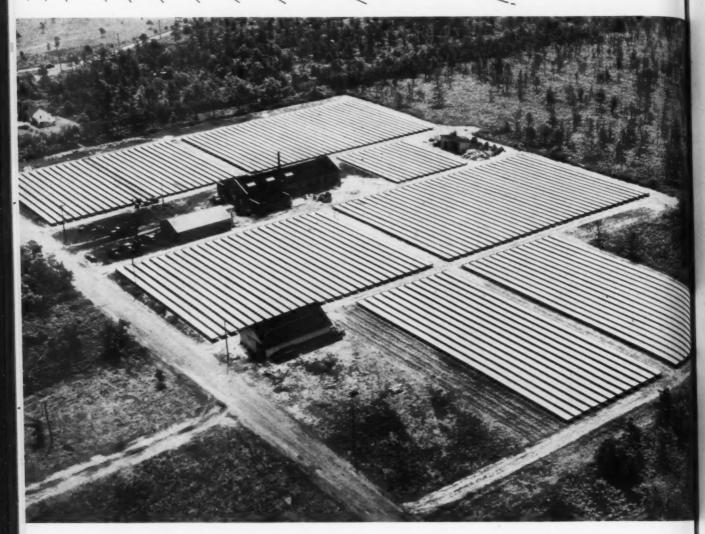
CHICAGO

SAN FRANCISCO

MONTREAL

TORONTO

# SUNBLEACHED BEESWA



This is a photo of our Beeswax plant taken by the FAIRCHILD AERIAL SURVEYS, INC. It shows the factory together with the many large bleaching racks, which have a capacity of 100,000 lbs. of beeswax, making this plant the largest of its kind in the world.

The bleaching takes place only during the summer months and it takes approximately four weeks to bleach a batch of beeswax.

Our sun-bleaching method, of which we have over 80 years experience, does not bring the beeswax into con-

tact with any chemicals, either before, during or after the bleaching process. It simply oxidizes the coloring matter of the yellow beeswax completely, without changing the natural properties of the crude beeswax.

This method of bleaching is your guarantee that the finished product will remain the same indefinitely and that it will produce the most stable creams.

We invite you to visit our plant so that we may have the pleasure of showing you around.

## KOSTER KEUNEN

SAYVILLE (LONG ISLAND) NEW YORK

IN THE MIDDLE WEST: WALTER H. JELLY & CO., Inc., 412-420 N. WESTERN AVENUE, CHICAGO, ILL. ELSEWHERE IN THE U. S. A., BY KUHNE-LIBBY CO., 54 FRONT ST., NEW YORK, N. Y.



## NO SINGLE QUALITY SO QUICKLY IDENTIFIES YOUR SOAP

### AS THE ODOR YOU USE

For years Norda chemists have specialized in research to determine the odor and bouquet formulas most suitable for various types of soaps. Your special attention is called to the following:

PEAU DE ESPAGNE

JASMIN • GERANIUM

PERSIAN BOUQUET • WISTERIA

CARNATION • LAVENDER BOUQUET

A generous working sample of the odors you specify will be sent promptly at your request.



## ESSENTIAL OIL AND CHEMICAL COMPANY, INCORPORATED

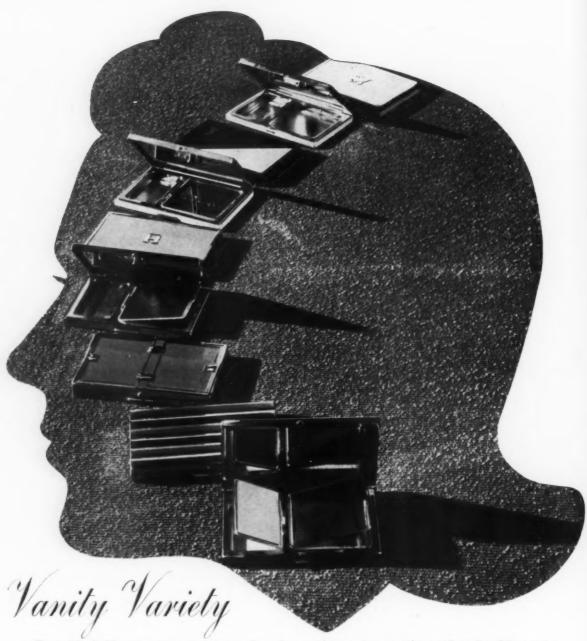
NEW YORK OFFICE: 601 WEST 26th STREET CHICAGO: 325 W. HURON STREET ST. PAUL: 253 E. 4th STREET LOS ANGELES: 685 ANTONIA AVENUE CANADA: 119 ADELAIDE STREET, W. TORONTO



can be shipped from stock if desired. Write for samples and prices. Maryland Glass Corporation, Baltimore, Md. New York Representative: 270 Broadway. Pacific Coast Representative: Owens-Illinois Pacific Coast Co., San Francisco.

Maryland Flint

Complete Range of 10 Sizes



These eight double vanity cases represent one phase of Scovill's manufacturing service to the cosmetic field. Whether orders are large or moderate. Scovill facilities can be adapted to meet the price, the volume, and the creative work required.

Vanities, closures, lipstick and eyebrow pencil containers,

and companion material are made by Scovill for a major-

ity of the industry's leaders. Many a cosmetic house has found Scovill's cooperation profitable and uses it from the conception of the idea through to the finished product.

Further information is as near as your telephone. Just call one of the offices listed below.



### SCOVILL MANUFACTURING COMPANY

Drug and Cosmetic Container Division

79 MILL STREET

WATERBURY, CONNECTICUT

Boston, Providence. New York, Philadelphia, Lynchburg, Va., Syracuse, Detroit, Pittsburgh, Chicago, Cincinnati, San Francisco, Los Angeles IN CANADA: 334 King St., E., Toronto, Ont.



WILLIAM LAMBERT, Editor

HARLAND J. WRIGHT, Publisher

## THE AMERICAN PERFUMER

COSMETICS . TOILET PREPARATIONS

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NEW YORK OFFICE: 500 Fifth Avenue, Phone: CHickering 4-0592

## **CURRENT COMMENT**

#### NICE WORK ON COLOR

The color manufacturers in cooperation with the Bureau of Standards of the Toilet Goods Association are to be congratulated upon their intelligent preparation of data for the color certification section of the Food & Drug Administration.

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In this manner, when requesting that these colors be placed upon the permitted list, and "be declared suitable for certification under the provisions of the law," the Department is given full data, adequately vouched and sustained by authorities, and can act promptly.

Guiding such decisions and proving in advance the requirements asked are reasonable and correct trade practice and is a heap better than attempting to have changes made after action by the Administration.

#### READY FOR ACTION

In its administration of the Wheeler-Lea Bill as now in effect, the F.T.C. has a clear course.

It is bound to exercise an influence upon cosmetic copy. The Commission will undoubtedly be literal minded. Any copy "intended to mislead" is out. That phrase is possibly of fairly definite interpretation.

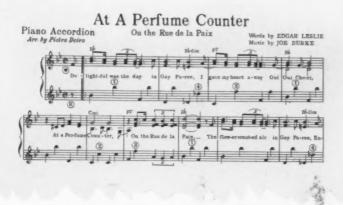
And a study of the work of the Commission to date would indicate that statements made, must lean to literal truth, which could be supported.

Instead of "will remove wrinkles"
—to be acceptable the copy should
read "aids in removing wrinkles" or
"tends to eradicate wrinkles," etc.

The provisions of the law now place upon the offender the burden of defense. The Commission issues the order—and the advertiser within 60 days must file a petition to set it aside.

#### NOT SO BAD!

Inquiries are reported from many quarters in the industry. And it is but reasonable. Retail stocks are reported low. Spring buying is beginning in department stores. Early



As introduced by Morton Downey and Wini Shaw in Billy Rose's Production—Casa Manana, New York.

Perfume goes to town in song and story! It floats over the air on the radio—not once, but three times in one evening, that we noted. More power to it!

showings are bringing out the shoppers.

From all we can learn, our industry as a whole suffered less recession than other department store merchandise. While some elements in cosmetics and perfumes are "luxuries" the use of these products is a staple factor. In toilet preparations, this use is continuous.

Sure, we suffered. The "recession" has cut into volume. But if inquiries reported the latter part of March and into April—as we go to press—if these inquiries run true to form, our manufacturers and suppliers are getting a lift.

## THAT CONGRESSIONAL MINORITY

The Congressional Mill is grinding as we go to press. The tax situation will undoubtedly be adjusted in a manner that will remove the more irritating and burdensome features of the present laws. There seems to be a definite will to meet business views part way at least.

The encouraging factor lies in the broad fact that Congress is doing some real thinking on its own—that measures are being debated on their merits and not on a purely partisan basis.

This has been needed. The Republican minority has been numerically insufficient to function as a healthy minority.

With the present line-up in Congress, we have what amounts to a wholesome minority battling out proposed legislation in open debate and before the public. That is the only sound principle of Government in our Democracy.

This phase of the present political situation will give concrete encouragement to business, which generally is admittedly timid and a bit apprehensive regarding government trends as exemplified in the past few years.

#### WORLD'S FAIR 1939

The World's Fair in 1939 offers a grand opportunity to advance the dignity and importance and to accent the social service features of the cosmetics, perfume, and toilet preparations industry.

We urge wholehearted cooperation with the Committee of the Toilet Goods Association in advancing the interests of this great industry in representative fashion.

Not solely for the industry, but in each manufacturer's selfish interests. It should pay. H. J. W.



A new and truly remarkable synthetic version of the Parma-natural Violet flower note.

The most recent of the Chuit Naef Successes, PARMANTHEME represents the work of a number of years scientific research into the various natural bodies possessing violet odors.

PARMANTHEME embraces all

of the most desirable requirements of the ideal Violet basic character. It is non-irritating (contains no methyl heptine carbonate), very fresh and tremendously powerful.

It is characteristic of PARMAN-THEME that it can be used basically in any type toilet preparation, being particularly effective in lipsticks, creams and perfume extracts.

Additional Data and Quotations on Request

Firmenich + Co., Inc.

135 FIFTH AVE., NEW YORK
CHICAGO OFFICE, AM NORTH RUSH STREET

## The New Facial Cleansing Pads



by RICHARD J. MAICKI

SINCE the debut of the first cleansing pad last summer, increasingly greater interest has been shown in this new type cosmetic. So much so that even the largest manufacturers are either making or investigating them to make sure they are not missing anything good.

The cleansing pads on the market today are of two types. One is a pad saturated with a clear watery fluid, partly alcoholic, somewhat hygroscopic containing a detergent. The other kind is soaked in a milky mixture with similar properties, except that it claims additional emollient effect from the emulsified oils or fats.

A solution that can be used with success in the first mentioned facial pad might be composed of:

#### Table I-Clear Lotion

Alcohol																	5%
Glycerine																	5%
D .																	
Water												į	ï				89%
Preservative																	ds
Perfume																	CI S

The detergent should be neutral in character, and preferably a wetting agent of the liquid type, or one that is easily soluble in water. Materials such as sodium lauryl sulfonate are not so good to use for they are poorly soluble in water, and as the solution dries out, a powdery residue might be left either on the pad or container. The mixture should be preserved to prevent possible chance of mould growth, for flannel cloth is contaminated with spores due both to the methods of handling and the nature of the cloth used.

The second or emulsion type is best exemplified by the formula given in De Navarre's column Desiderata in the March American Perfumer. A slight variation might be offered as shown in Table II.

Procedure: Place 1, 2, 3, 6, 9 and 11 in a kettle and bring to a boil. Emulsify with brisk stirring. Sepa-

rately, place 4, 5, 7 and 8 in another container and bring to about 65°C. When the water mixture has cooled to about 65°C, slowly add the fat mixture in a thin stream, stirring rapidly until all fats are emulsified. Then stir moderately until cool. Dissolve perfume in alcohol, and add with stirring when mixture is cool.

#### WETTING PADS

A wetting agent has been purposely added to facilitate wetting of the pads with solution. Accordingly, place the desired amount of pads in your container, and pour the solution directly on the pads. One ounce of this or the clear mixture will soak about 30 pads.

If you prefer, you can leave out the wetting agent from the milky formula, dissolving it in a small part of water, and placing this on the pad direct. This wets the pads prior to soaking with the subsequent emulsion.

#### SEPARATE SOLUTIONS

To overcome the drying loss, certain manufacturers supply a separate bottle of lotion that the consumer can place directly on the previously wetted—but now dry—pads. This solution is the same as used in the regular pads, except in the case of the emulsion, in which you should increase the amount of glycol stearate to about 3%. This thicker emulsion will be a bit more stable.

#### Table II-Milky Lotion

	Glycol stearate									•													1 50/
	Triethanolamine																						
3.	Glycerine							0	0	0		0	0					۰		۰	٠	0	
	Mineral oil																						
5.	Alcohol	٠			0		0					۰							0				
6.	Wetting agent			٠		0													۰			0	0.2%
7.	Oleic acid		٠	0							0	0		0			۰		٠	0	0	0	0.7%
8.	Spermacetti													4		0		0	0				0.5%
9.	Water, to mak															0			0	0	0		100.0%
10.	Perfume	 ۰				0					0	٠	0	0	0		٠						q
11.	Preservative																						q

## How the Vanilla Bean is Cured

After Sorting, Great Care is Taken in Baking Mexican Vanilla Beans in Ovens, Curing Them in the Sun and Sweating Them in Large Boxes Before They are Packed for Shipment.

by MARION de BEAUCHAMP



JAMES SCHMIDT

BEANS ON STRAW MATS FOR CURING IN THE SUN

JAMES SCHMIDT, assistant to William Rollins, head of the Vanilla-Bean Department of the Dodge & Olcott Co., New York City, returned in March from Mexico where he spent a two months' very enjoyable visit with the firm in that country which cures his company's vanilla. While in the curing district Mr. Schmidt witnessed the selection of the green beans, the extreme care accorded the process of curing of vanilla and the final packing and shipping.

The history of vanilla from the time of the Aztec Indians is very interesting as, from records, this particular tribe dealt more in vanilla than any other. During the past few years, however, this parent phase of vanilla has changed. The principal vanilla centers are located in the vicinity of Papantla and in contiguous districts. This part of Mexico is now almost entirely inhabited by the Totonacos Indians who do most of the cultivating and cutting of vanilla.

It may interest people in this country to know that the Totonacos Indians do not use vanilla at all in their chocolate. They use cinnamon entirely. This is decidedly different from the custom of the Aztec Indians (the original growers) as the latter always used vanilla.

When the bean reaches the picking stage it is still green. The beans are usually brought to the curers in bundles of 100 beans weighing from 4 to 7 Mexican pounds, depending upon the length and maturity of the bean. These small parcels are brought in sacks on mule or horse back to the centers of the district—sometimes taking the Indians from one to two days' riding before reaching the curers.

#### POPULATION REDUCED BY FEUDS

The Totonacos Indians look very peaceful when riding along with their wares for sale but they are reported to be very treacherous among themselves; for instance in Pozalargo, an Indian village in the vicinity of Papantla which produces very fine green beans there existed two years ago about 300 families. Records of February 1, 1938, show but 65 families remain, and this not



GATHERING UP THE BEANS AFTER THE SUN CURE



WORKER PLACING CURED BEANS IN THE SWEAT BOX









NATIVE TOTONACOS INDIANS

as a result of emigration! So Kentucky is not alone in its feuds. These Indians resort to much dickering when selling their vanilla to the curers, many times offering only one or two beans and then traveling on to the next curer to try for a higher price.

#### PROCESS OF CURING

The first process of curing is to sort the green beans according to maturity and to discard the stems that remain on the beans. They are then placed in burlap matting together with a palm leaf mat and wrapped in oblong bundles which are called "maleta." These maletas containing approximately 20 to 25 lbs. of green beans are placed in cement ovens, enormous in size, somewhat like a baker's oven. This is done to hasten the green beans to turn a chocolate color.

After about two days they are taken out of this oven and placed on flat straw mats in the sun for one or two hours and after this length of time are gathered and placed in a large box for two days in order to make them sweat, thereby disposing of any excess moisture. This process is repeated 20 to 30 times, depending upon the length of time it takes each particular bean to be cured.

The beans are then placed on drying racks in a large airy building for another 15 days or so. After this they are considered "cured" and placed in deposit boxes or cans to determine their "keeping" quality, a step that is *very* important.

#### BUNDLING AND SHIPPING

After the keeping quality is well established they are separated as to length and quality for bundling pur-

poses, each bean being measured and each bundle when finished containing from 80 to 100 beans. The bundles are then packed in tin cans lined with wax paper and placed in wooden cases made of cedar which is a native tree.

Because of frequent rains it is necessary sometimes to delay shipments from 15 days to a month on account of poor transportation facilities which consist of placing two cases on a mule's back and traveling about 40 miles from Papantla to Gutierrez Zamora where they are placed on small schooners which ply back and forth to Vera Cruz for the final trip to New York.

In view of the above, D & O feel justified in making the statement that their vanilla is very scientifically and carefully cured by a man who has made this business his life work. As Mr. Schmidt has had the advantage of seeing Mexican, Bourbon and South American vanilla cured he feels that the former variety is much superior to any other vanilla in the world.

Mr. Schmidt made trips to the various other growing and curing districts from Papantla, traveling on the well known route of "mule back." Needless to say for a few days he felt rather uncomfortable. From Papantla he flew to Tuxpan and there had the pleasure of getting a good Pan American plane to Mexico City, the latter machine being quite a contrast to the Mexican plane and "mule back" travel.

From 1920 to 1927 Mr. Schmidt operated the D & O plant at Basse Terre, Guadeloupe, and in 1934 he spent a considerable period investigating conditions in Madagascar, the largest vanilla producing island in the world. He also knows Marseille like a book, having spent almost two years in all in that "cross road of the world."

GREEN BEANS READY FOR OVEN

A GROUP OF NATIVE MEXICAN VANILLA BEAN WORKERS





## Plan for with retailers for June

June is the month of wedding bells, graduation diplomas, and preparation for extensive summer vacations. Help pick the retail toilet goods departments out of the dumps by dramatizing these annual events. Offer stores original and interest inspiring plans that can't fail to bring shoppers into the department, land news items in the publicity columns of the local papers, and create new friends for your own line.

WHITE WRAPS: Select a few headline items such as perfumes, colognes, makeup kits, etc. Add a gift card and white gift wrapping making the same merchandise as suitable for bridal gifts as for graduation presents. Too frequently the poor bride has put her pennies into sheets, pillow cases, and the like rather than perfume and beautifiers but close friends can gracefully give fine cosmetics as wedding gifts with the full knowledge that the bride will be grateful for them every day of her honeymoon—and after.

PROMOTE THE YOUNG IDEA: In small cities a lucky prize could be arranged for the local college or high school, having the members of the graduating class draw for the lucky number. Winner to receive, with the compliments of all concerned, a traveling case (all boys and girls going on to college need these) and students graduating from college need fresh ones after four years of hard punishment to the old set. A good case to be fitted with a complete traveling outfit for either boy or girl by a well known line of toilet goods would be welcome news to the class. Several cosmetic manufacturers could handle this type of promotion beautifully without getting in each other's way. Plenty of publicity would find its way through the local store to papers, schools, friends and the entire community. Possibly the ceremony of presenting the award could be made on class day resulting in additional publicity. Space doesn't permit for further details of the plan but there are a variety of ways for working it out with the individual stores.

Don't forcet the boys: While it's easy to dramatize such delights as cosmetics for girls, don't overlook the boys. Above all remember that "as the twig is bent the tree's inclined." Often the first shaving cream a boy uses he sticks to for years. Shave- and bathe-outfits, shaving and hair brushes, and electric razors, any chap graduating from high school or college would be proud to receive. Traveling equipment with the necessary toilet requirements, are among the more important and welcome gifts for both girl and boy grads and also for the bride and bridegroom.

Summer vacations: Last but not least are plans for long vacations. Mountains, seaside, camps, trailers and all other travel will claim hosts of your customers. Arrange groups of several daily use products in large sizes to last the season and offer them at vacation prices. Stimulate people to stock up by buying at their home stores instead of giving the business to out-of-town stores. They may not even be able to get the supplies they are accustomed to use in small country towns, on board ship, etc. Make these special combination prices for vacation convenience and not merely a "cut" price. Since vacation funds are generally very carefully apportioned this sale would attract eager response.

## The pH of H<sub>2</sub>S Acne Lotions

The most effective pH of acne lotions is one slightly on the acid side of neutral. The older the lotion the more acid it becomes. A two bottle lotio alba is suggested so that the mixture may be made just before application.

by F. GUSTAFSON, B.S., M. A.

N two preceding papers\*, we have given the theoretic bases for using lotions containing gaseous hydrogen sulphide in the typical application for acne vulgaris; and have given quantitative studies indicating the presence of this ingredient.

At this time, we will briefly outline another test which shows that a determination of the hydrogen ion concentration will indicate the efficacy of the sulphide lotions described. Testing for hydrogen ion concentration has another field of usefulness—namely, in determining storage qualities.

#### PRELIMINARY DETERMINATIONS

We will first give some preliminary determinations. The pH of tenth normal sodium hydroxide is pH 13.2. The pH of distilled water stored in contact with air is pH 5.7.

The pH of tenth normal hydrochloric acid is 1.07.

It will be recalled from our former papers on this subject that we are of the opinion that the active ingredient of sulphur lotions of the lotio alba type depends upon the presence of hydrogen sulphide. We prepared an artificial lotio alba. First, we passed hydrogen sulphide gas into alkalinized water to simulate the presence of hydrogen sulphide in the original potassa sulphurata solution which is alkaline.

The pH of:

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Hydrogen sulphide gas in alkalinized water....pH 8.9 We made alba lotion by adding:

Hydrogen sulphide gas in alkalinized water to equal parts of

50 per cent zinc sulphate in water gives ...... pH 7.2

We diluted this by the addition of distilled water and the pH was found to be pH 6.4.

We next studied the zinc sulphate solution. Our chemical studies have shown us that this did not contain any hydrogen sulphide. We made pH determinations which showed:

We determined that a filtered aqueous solution of potassa sulphurata gave pH about 14.

What we have learned up to now in this hydrogen ion determination of the two ingredients of lotio alba is that the pH of potassa sulphurata solutions is about that of tenth normal sodium hydroxide—in other words, alkaline; and that the pH of zinc sulphate solutions is that of about distilled water in contact with air—that is toward the acid side.

#### FRESH AND OLD LOTIO ALBA

We now give you the pH studies of fresh and old totio alba. The fresh lotio alba was made a few days before the test; the old lotions had been made a year earlier and stored. Determinations of the pH:

	Ne	w	OI	d
Lotio alba	рΗ	6.9	рН	4.8
Lotic alba diluted with equal volume of water  Lotic alba diluted with double volume of	рН	6.8	рΗ	4.3
water	ρН	6.9	рΗ	3.9

This part of our work showed that new or recently prepared lotio alba had a pH of 6.9. This lotion showed on quantitative study a fair amount of hydrogen sulphide (the active ingredient). This pH remained constant despite various dilutions with distilled water. Old alba lotion had a pH of 4.8. Old alba lotion showed on quantitative study a low amount of hydrogen sulphide. The acidity of old lotion alba was increased on further addition of distilled water.

#### RESULTS OF STUDY

This study indicates that the determination of the hydrogen ion concentration may be used to test the effectivity of commercial preparations of cosmetics depending upon the presence of hydrogen sulphide for acne.

We have found that such a lotion containing the sulphide ions and which retains its pH on moderate dilutions with water is of some value in topical application for acne.

On the other hand, a lotion which depends on sulphide ions and has a pH of less than 5 and which shows a drop in the pH value on moderate dilution with water has little value in topical application in acne.

The studies of the hydrogen ion concentration of such lotions give cause to change ideas as to storing qualities of hydrogen sulphide lotions. The topical application with a fine appearing lotion—artistically bottled—pharmaceutically elegant—does not lead to expected results unless that lotion contains the active ingredient. When this ingredient in the gaseous hy- (Continued on page 78)

<sup>\*</sup> American Perfumer, Aug. & Nov., 1936.

## Where EYE APPEAL is SALES

by RUTH HOOPER LARISSON'

Why Do You Label a Package?: This sounds like a stupid question but analyze it. Of course you answer to inform the customer of the name and use of the product, method of application, and company name. Yet, at the same time, your label may be doing some very detrimental things. Is it poorly designed, badly printed, sloppily applied, vaguely worded? It may be turning customers away, irritating them, weakening confidence and generally creating a negative attitude towards you and every product you make. On the other hand, don't overdo your labeling. Keep gold and silver metallic labels off utility products. They belong on perfumes and the like. Select appropriate type and lettering. Insist on quality workmanship. Beware of mucilage which will not hold in all climates. Chain stores have had enough grief from this problem. Let them advise you intelligently. Remember there are no demonstrators to explain the product or interpret the label. Therefore say whatever is essential about the product on the label so the customer gets the story complete and through her own easy efforts and in type large enough to read. When you come to directions for use, label them as such. Make them clear, simple and easy to follow. Try the labels out on fifty people, at least, if you want to be sure they will do their job properly.

Make One Product Sell Another: The little cards which are just about universally used for attaching make-up products must be wisely designed. Simple poster styles go best. Don't make them fussy or with a lot of confusing colors or lines. Aim at twelve foot see-ability of picture. State color plainly and use a good method of stapling for security. The back of the card is an ideal place for boosting harmonizing products of the same line. Say for instance: "Mary Jane's raspberry rouge harmonizes with her raspberry lipstick," or, "Naturelle face powder, medium lipstick and medium rouge are best when used together."

Ten Cents Worth of Truth Pays Dividends: Why pack a toilet water under the label "perfume" when you could chalk up more repeat business by changing the label to read "Toilet Water"? Misleading customers doesn't encourage them to return for more. Incidently, since toilet water is outselling perfume this advice is doubly valuable.

Is Your Package Too Big or Too Small?: There is a definite psychology of size in packaging. If you haven't gotten the hang of it through your own successful or sad experience confer with the chain store buyer. An eight ounce bottle of nail polish won't sell—even for ten cents. A half ounce bottle of mouth wash would meet the same defeat even though you claimed it would get her a job in Hollywood. Nationally known brands should be packed proportionate to their regular size containers.

The reasons are obvious. It is the makers of unknown brands that generally want to give too much for the price, thinking it's a way of overcoming the competition of known brands. The public reaction is one of distrust. Watch out that you avoid it.

New and Important Packaging Materials: I want to add just a few words about the materials market. Within the last few years manufacturers of packaging materials have outdone themselves in improving and often perfecting new items. They are equipped today as never before to satisfy the most exacting demands where mass production, economy and good workmanship are involved. Don't wait until you are ready to make a new package before shopping the materials market. Keep a file on hand (both card and letter file) under the headings of all important types of material and add to it constantly the names and samples of both products and processes, familiarizing yourself with them so that you will have a thorough working knowledge of the field and not just buy the first thing your eye rests on when you are ready to do your purchasing.

I know the sad stories of too many manufacturers who have bought packaging materials by the hit and miss method and were forced to change over to some other material or some other manufacturer almost before the first shipment left their own plant. The materials manufacturers are ready and anxious to cooperate with you, giving you information, supplying you with samples, etc., etc. Their service is intelligent and based on far more experience than any toilet goods manufacturer will ever live through.

Furthermore, as you become acquainted with new materials and processes, they will in themselves suggest to you new ways of packaging your own line or new contemplated items. Let me give you an example of what I mean: when a sample book of papers arrives at my desk with some interesting and unusual numbers in it I find myself instantly visualizing the type of boxes which are just crying out for those very papers! A plastic container almost screams to me what products it wants to pack! Glass, metal, wood, all contain within themselves the very packaging ideas which so many cosmetic manufacturers are trying to grab out of thin air. New packages never grow out of air-they evolve out of the needs of the product and the available materials from which they can be formed. Again, let us approach it from another angle. Most cosmetic manufacturers gaze longingly at their competitors packages wishing often that they themselves had "thought up that one." Inspiration comes from the materials market but imitation comes from locking too long and too longingly at the other fellow's packages. Every time you have a new product to launch on the market consider carefully just what type of con-

<sup>\*</sup> Cosmetic Consultant and Package Designer.

# APPEAL

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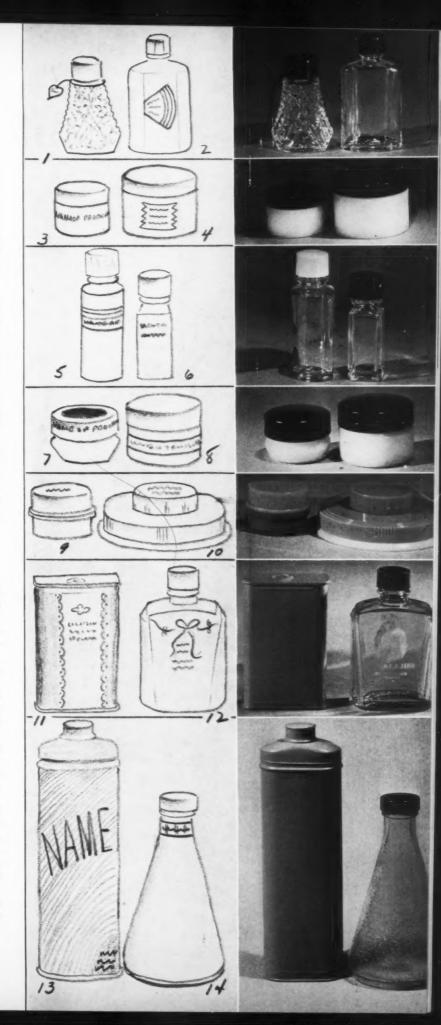
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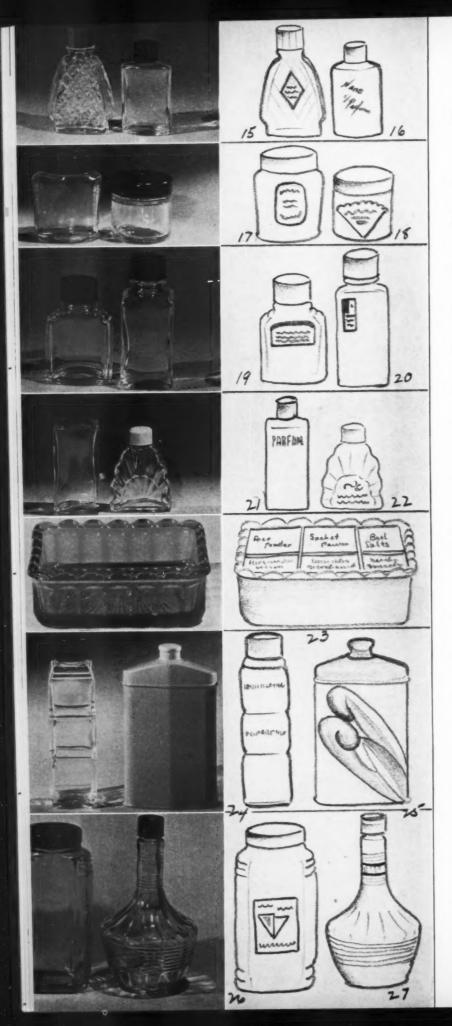
tainer and which material will suit it best. Don't take it for granted that just because your competitor's product is in one kind of a container that it is the best and only suitable container for such a product.

Who Buys in the Chain Store?: It seems unnecessary to reiterate the type of customer which the chain store serves but for the benefit of those who are still thinking in terms of thirty years ago, the chain store consumer list is a veritable Who's Who from the Park Avenues of our largest cities to the Park Avenues of Podunk. Besides these, the butcher. the baker, and candlestick maker, who live on the "other side of the tracks" of both metropolis and hamlet as well as everybody else in-between, buy at the chain store. You can't grade this type of selling. There is a certain standard to which it averages up or down as the case may be according to the individual store's location, but when you offer goods through the ten cent stores you are offering them to the world at large.

#### SUGGESTIONS FOR HANDLING THESE STOCK NUMBERS

- 1—Give this perfume bottle a silk cord around the neck and attach a heartshaped tag label.
- 2—Good for a toilet water. A label of this type would help indicate it's worth the dime.
- 3-Use decalk labeling or ceramic for this jar.
- 4—Label very simple with reverse scallop along both vertical edges. Use for a cream if you particularly want repeat business.
- 5—Nice round bottle with a wrap around label and a gay cap.
- 6—For any small quantity of a utility preparation such as stain or nicotine remover, cuticle remover, corn cure, etc.
- 7—Overcome the topheavy appearance of the cap by wiping in the label on the side. Jar holds just a morsel of cream.
- 8—Another conservative method for the better than average ten cent cream with a wrap-around label and heavy line of color top and bottom.
- 9—Tiny plastic compacts cemented back to back for two shades of rouge, or rouge





and eye shadow, or any pair of products. Use two shades of plastic.

10—This combination plastic container (not cemented this time) can be assembled from a plastic powder case and rouge holder and could retail for a quarter with the right line.

11—Nice to hold an assortment of powdered face packs in individual envelopes. Scallop designs fits it pleasantly.

12—Ceramic label in two colors with a festoon of flowers framing the name of product. For a better-than-average chain store perfume.

13—Grand big talcum can. Try concentric circles as background design and name in fine, large lettering.

14—Another eau de cologne bottle, frosted and cool looking. Or good for a friction rub product.

15—Another tricky little perfume bottle with a diamond space left for label. Use metallic foil.

16—Sweet little perfume bottle, so simple you just know it's all in the odor. Use decalk labeling as though hand written.

17—A flint jar nicely proportioned. Has good side treatment which doesn't show well in the photograph. Try a very simple label and a pastel metal cap.

18—Here's a flint jar for various creams. Be sure the color of the cream is pleasing through the glass and try a fanshaped label.

19—Excellent bottle for nail polish or other nail preparations.

20—Classic oblong. Skin tonic, astringent, hand lotion or such products belong in it. Conservative and should attract the better customer but use it for appropriate products only.

21—Good square bottle. With a fancier cap could be used for a toilet water or perfume.

22—For perfume: a very, very nice little bottle. On the label show the flower and name to identify the odor.

23—Sapphire blue glass to be used later as table ware, ash tray, or what not; packed with a day and evening powder, sachet powder and powdered perfume and wrapped in cellophane. Good for a Christmas gift number. Neat paper boxes for each of the six little powders.

24—A charming bottle. A ceramic (baked on) label in one color is indicated. For skin fresheners, hand lotions, etc.

25—For talcum or deodorant powder with a conventionalized petal design. (I always like flower motifs for cosmetics).

26—Bath salts and powders for this. Use a transparent label, decalk, or ceramic, in a gay color.

27—Eau de cologne or toilet water belongs in this.

The American Perfumer



#### FEDERAL TRADE COMMISSION POWERS

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UNDER THE NEW amendments to the Federal Trade Commission Act which becomes effective May 21 the Commission can issue "cease and desist" orders against any act or practice in interstate commerce that is "unfair and deceptive." This is the essence of the act.

Under the new law it is not necessary for the Commission to prove legitimate competition and to prove that a competitor was harmed by the unfair methods of another. In the light of the liberal construction of the present act by the courts it is doubtful if the powers of the Commission have actually been broadened in this respect. It is perhaps a wise provision that enables the Commission itself to initiate a complaint.

The Circuit Court of Appeals is empowered to affirm, modify or set aside an order of the Commission. If the Commission's findings of fact are supported by testimony they are conclusive. If the court affirms the Commission's order it becomes the court's order and as such is punishable. An order of the Commission becomes final 60 days after its issuance. Unless an appeal has been taken, there is then no right to contest the legality of the Commission's order. For violations there is a civil penalty of not more than \$5,000 recovered in a civil action. Of course the right of trial before a district court continues except that the only question to be considered will be whether or not the order of the Commission has been violated. There will be no difference in the Commission's method of investigation.

The task of establishing whether an advertisement is misleading in a material respect or what is meant by "such conditions as are customary or usual" and whether the violation is with intent to defraud or mislead as well as others of a like import rests with the Commission. Practices banned are not defined, thus leaving open the door to any construction the Commission may make. Thus, among the practices with respect to the states of which the Toilet Goods Association expresses doubt, are

the failure of dealers to disclose that certain brands are their own; the employment of demonstrators; the payment of PM's, and the use of purchased testimonials. One effect of this undoubtedly will be to further trade practice conferences. While its determinations are not absolutely final, as that prerogative is vested in the federal courts, a wise and broadminded exercise of its authority by the Commission will make unnecessary appeals to the courts with their attendant expense and delay.

But other broader questions may also be raised: Will the Commission hold that under the amendments all trade practice rules received by the Commission as expressions of an industry must henceforth be included in the category of rules, the violation of which are prosecuted as violations of law? Will it feel that it has jurisdiction to deal with such subjects as basing point pricing systems? It is believed that it will not. It is felt that the leaven of common sense and the accumulated wisdom of almost a quarter of a century of experience will lead the Commission to let its judgments be guided by the fundamental purposes made plain by the framers of the amendments.

#### FOOD AND DRUG BILL

THE COPELAND BILL, S 5 has been reported by the subcommittee to the full committee on Interstate and Foreign Commerce. It still has a long way to go before final enactment as a new committee print of the bill is to be made to set out the changes evolved in the full committee. The nature of these changes have not been revealed but it is reported that they are extensive and of importance. Despite the fact that the Senate may not concur in the House changes in the bill thus necessitating an agreement in conference between the two Houses, it is probable that the bill will be enacted into law before adjournment. Thoughtful men of the industry hope that this will be done.

# **Hungarian Essential Oils:** Peppermint



CULTIVATED PEPPERMINT PLANTATION IN ZALAYAR.



DR. ERNEST GUENTHER, Chief Research Chemist of Fritzsche Brothers Inc., New York, Discusses Cultivation and Properties of Oil of Peppermint. Only the "Red" variety imported from Mitcham is cultivated.

PEPPERMINT has been produced in Hungary for many years and at present covers an area of about 300 to 350 hectares. Only the "red" variety imported from Mitcham is cultivated. The plants are grown primarily for their leaves which are exported in dried form (folia Menthæ piperitæ) to many countries of Europe where they are used for medicinal purposes in making infusions and teas. More than 104,000 kilos of dried peppermint leaves were exported from Hungary during 1935.

### SMALL FIELDS CULTIVATED ALL OVER HUNGARY

Space does not permit going into details of planting and cultivation. It is perhaps sufficient to mention that the plant grows best in deep, light or medium-firm soil. While small fields of one to five acres may be found all over Hungary, the main centers of large plantings are in the black sandy soil of the region east of the river Tisza, near the town of Nyiregyháza; also near the Danube around the town of Kalocsa and, finally, in the valley of the river Zala in Trans-Danubia.

The plant is harvested as soon as the first flower buds appear, i.e., mostly in July. According to prevailing weather there may be another or even two more harvests, the second cutting taking place from August to the beginning of September and the third, before the severe frost



ENTIRE FAMILIES WORK IN THE FIELD AT THE FIRST CUTTING WHICH GIVES THE HIGHEST YIELD OF PLANTS AND ESSENTIAL OIL.

sets in, i.e., from the end of the October to the beginning of November. Depending on soil, weather conditions and care in cultivation, 1500 to 3000 kilos of dried herb may be obtained per "Kataster Joch" (1.422 acres). If plants are intended for oil distillation, only the quantity to be distilled the following day is cut. The cut plants remain in swaths on the fields and by the following day they have lost about one-third their water-content.

## DISTILLATION CARRIED OUT ON THE SPOT

Whenever possible, distillation is carried out directly on the spot. Of course, water must be available, therefore the stills are usually placed near a river, brook or spring. The stills of 1000 to 3000-liter capacity are usually constructed of iron, the pipes and tubes of the condenser being of copper. Direct steam distillation is applied, steam pressure of 5 to 7 atm. being supplied by a steam generator such as generally used for threshing machine operation. Water for the condensers is pumped up by steam pumps.

Depending upon the dryness of the plant material, from 150 to 275 kilos of peppermint herb may be charged into a still of 1000-liter capacity. The distillation time for one batch, according to size of still and state of dryness of the plants, is usually from one to two hours. The yield of oil (calculated on the dried herb) ranges from 0.8 to 1.65% and averages from 1 to 1.2%. The yield, as well as its constitution, depends largely upon the weather and condition of the soil. The first cutting gives the highest yield of plants and essential oil, while successive cuttings give less oil but oils of a higher menthol content. One "Kataster Joch" (1.422 acres) gives at least 10 kilos of crude oil while the normal yield of oil may range from 15 to 22 kilos. Under very favorable conditions, up to 57.7 kilos of oil per hectare were obtained by Dr. Jules de Bittera, as set forth in a private communication to the writer.

#### FINE ODOR AND FLAVOR COMMAND HIGHER PRICES

Hungarian oil of peppermint has a very fine odor and flavor of decided Mitcham character and consequently fetches a higher price than either the American or Italo-Mitcham oils.

The following constants of Hungarian peppermint oils have been observed:

The high menthol content of 71.37% was observed in an oil dis-

tilled from plants harvested in November<sup>43</sup>.

Cultivation experiments have also been made with peppermint plants imported from Japan. Although the oils showed a very high content of menthol, the cultivation of the Japanese plant is not undertaken on a commercial basis. The oils are not as fine in odor as those from the Mitcham plant although the latter's cost prices cannot compete with the Japanese oils.

## CONSTANTS OF MITCHAM VARIETY OF PEPPERMINT

A Hungarian peppermint oil of the Mitcham variety analyzed in our laboratories showed the following constants:

Specific Gravity at 25° C:	0.901
Optical Rotation:	-26° 26'
Refractive Index at	20 10
20° C:	1.4619
Acid Value:	0.6
Ester Value:	13.2
Ester Value after	
Acetylation:	170.2
Menthyl Acetate:	4.7%
Free Menthol:	49.6%
Total Menthol:	53.3%
Menthone (hydroxyl-	99.9 /0
amine method):	25.8%
Solubility:	Soluble in 2.5 vol-
,	umes of 70% al- cohol; slightly opalescent with 3
	volumes and more.

Compared with the requirements of the U.S.P., this oil is a trifle too low in ester content.

<sup>58</sup> Nikolaus Janicsek, Mezögazdaságy Kutatások, 1929, No. 4.

# New Products and Restyled Items

Practical Suggestions of Dollars and Cents Value to the Manufacturer on Putting New Products into Successful Commercial Production

by RALPH H. AUCH

CONVERTING an experimental laboratory batch of some new products to the manufacturing department batch may be expected to cause some difficulties. Many can be avoided if throughout the experimental work the facilities and limitations of equipment available for manufacture are kept in mind.

This industry does not ordinarily permit or warrant the semi-works method of installing special small equipment, the so-called pilot plant, to prove laboratory results before going into full plant scale production as does basic chemical manufacture. However it is frequently possible to make relatively small quantities to confirm the consistency, working temperatures, color, odor, etc., by making trial batches as small as can be handled in the equipment at hand.

#### SUGGESTED WORKABLE PROCEDURE

If the experimental laboratory batches have been 100 grams and the manufacturing batch, for example, 1,000 pounds (or 453,000 grams) then any experimental errors are multiplied 4,530 times when put into production. The first to show up are in color and odor. An over-tinted or over-scented lot of any product creates the problem of gradually working it up in subsequent batches. A workable procedure is to add to the first batch only one-half to two-thirds of the calculated amounts of color and odor. Sparing amounts of the remainder can be added until the proper concentration of each is attained and then the master formula can be permanently set up.

#### ASSEMBLY INTO PACKAGES

Assembly into packages should present no problems if a reasonable degree of skill and efficiency has been acquired in the packaging of other specialties. There

is a tendency for this department to get into a rut and as a new product comes up to try to fit it into the old grooves. This is, of course, all wrong and the best possible procedure for each operation should be built up from scratch and established as standard practice with nothing taken for granted.

#### INSPECT OTHER FACTORIES

If the new product is dissimilar to those in production and on which wide experience has been accumulated, it is well to visit all factories within a reasonable distance on inspection trips. The time and expense involved will usually prove to be well spent. The latch string will be found on inquiry to be hanging out most everywhere and where it does not it is likely not worth seeing or else they will allow one admittance to see the operations and equipment of immediate interest at least. Inspection trips can often be arranged by the equipment vendor's representative who usually will be glad to go along.

#### NEW EQUIPMENT, IF ANY

Frequently available equipment can be utilized to manufacture, fill or package a new specialty. It is almost invariably better and more economical to adopt some large capacity equipment already installed by the aid of various gadgets than to buy and use some small new or obsolete used piece.

#### GETTING MAXIMUM USE OF MACHINERY

Again only suggestive: Tooth paste has been satisfactorily made in a soap amalgamator, nail enamel has been cut in a whisk, and shaving cream has been completed in a pony mixer. An automatic tube filler and closer has handled in sequence tooth paste, lathering and brushless shaving creams, shoe cream, white shoe

MODERN COSMETIC PLANT USING VACUUM ELECTRIC BOTTLE FILLERS.

Photo courtesy Alsop Engineering Corp





GIRLS ASSEMBLING PACKAGES IN COSMETIC FACTORY.

Photo courtesy F. J. Stokes Machine Co.

dressing, pure food colors, food flavors, bluing and baby ointment. Jars and collapsible tubes have repeatedly been handled on the same filling machine.

When it is necessary to install new equipment it is well to bear in mind that the mere fact that some competitor uses such equipment is no criterion as to its suitability. Unless one is in the know it is a gamble whether or not it is well suited to the work at hand, whether or not it has long since become obsolete. Also if he had a chance to reequip, he might throw it all out in favor of an entirely different set-up.

#### POSTPONE PERMANENT INSTALLATION

The permanent installation, particularly of heavy equipment, may well be postponed for a time until it has been used a while. A change of position or a lowering or raising of the level may be desirable. Certain modifications may want to be made or certain gadgets would be helpful additions. Before getting too deep into this phase a halt must be called. Those interested in equipment for specific jobs are referred to the series on "Modernizing the Plant" by this writer in earlier issues of The American Perfumer.

#### TRADE-NAME AND TRADE-MARK

The importance of a wise choice of both trade-name and trade-mark cannot be over-emphasized. For the relatively uninitiated to whom this discussion is primarily addressed, the two expressions may be a bit confused. The trade-name or brand name for convenience is the name by which the product is to be known, while the trademark is the script, Old English, all lower case or all upper case letters or specially designed lettering adopted as standard and in which the name ordinarily appears in print

#### POINTS TO CONSIDER

The trade-name chosen should be easy to remember, easy to pronounce, easy to spell and hard to confuse with another product, particularly a competing one. Someone has aptly said "the toilet goods counter is the world's worst environment for customer panic over the terrors of pronunciation." Easy, ready, correct pro-

nunciation is imperative for without it the large selfconscious percentage of the buying public is so hesitant about asking for a tongue twister in busy retail outlets they will likely buy another brand easy to ask for.

#### HOW ILL CHOSEN NAMES WERE CORRECTED

A few random examples will be cited of undesirable or ill-chosen names. Unfortunately brand names must be used but no offense is intended of course. "Vauv," the cream for shiny nose was no sooner launched than it was deemed the part of wisdom to put directly under the name "pronounced Vove" to hurdle the hesitation of prospective purchasers. "Molle" the brushless shaving cream likewise finds it necessary to bracket "Mo-Lay" directly under its trade-name. Since either name is after all a coined one that becomes only what its sponsor makes it why not call them "Vove" and "Mo-Lay" respectively in the first place? "Barbasol," "Lather Kreem" and "Burma Shave" with suggestive of use, easy to pronounce and hard to confuse names, labor under no such handicap.

"Brownatone" is a well known hair coloring. The name is probably acceptable to the formerly brown haired prospect to restore her graying locks to its original shade. What is the reaction however of any woman desirous of restoring her graying crowning glory to its earlier original blond, titian or black color? It is reasonable to conclude that the same identical product pushed by the same identical sales effort but bearing a better name would enjoy better consumer acceptance.

#### PRONUNCIATION TAUGHT BY RADIO

The consuming public was unquestionably a house divided on the correct pronunciation of such widely advertised dentifrices as "Pebeco," "Kolynos" and "Ipana" until the radio announcer with his faultless enunciation and pronunciation stepped into the breach and by countless repetitions got the names over to some extent. "Colgate," "Calox," "Lyons" and "Iodent" suffered no such handicap through the years.

"Baume Bengue Analgesic Balm" was before the public many years before its advertising was changed to feature the more sensible "Balm Ben-Gay." Likewise

"Pond's Extract Co.'s Vanishing Cream" and equally well known cold cream were aggressively merchandised for years and won acceptance in spite of the two possessives in their names. "Extract Co.'s" appears to be so much excess verbiage.

#### EXAMPLES OF NAMES CHANGED

Before hurrying on, a few cases of changes will be noted. "Vick's Nose and Throat Drops" was changed to "Va-Tro-nol" shortly after it was introduced. Likewise, "Drift" came out under equally good sponsorship only to be changed after a time to "Dreft." Earlier "Lux in Toilet Form" aspired to cash the Lux Flakes good will but was equally quick to change to "Lux Toilet Soap." The confusion and sales resistance on the part of the consumer cannot be measured in dollars but the expense of such changes might easily run into five or even six figures.

#### HANDLE BAR MUSTACHES NOT WORN

The trade-mark should be chosen with equally great care. Mr. Woodbury's handle bar moustache and Mr. Mennen's groomed slightly smaller are hardly accepted as in good taste today. The girl on Dr. Lyon's container could advantageously direct a little of her attention from her teeth to her hair. However, whether her hair is brushed or unkempt matters little for she probably contributes, but slightly to the sale of tooth powder.

The girl on the "Danderine" bottle is a bit out-moded and has little in common in either hair length or dress length or style with her modern rural or city cousins. Faces and also figures when attired had best be left off of containers, cartons and wrappers. The hair dress and attire of today will be outmoded tomorrow so are bound to date the product. This is not always well in this fast moving, ever changing (for the better in cosmetics) world.

The trade-mark should be simple in design, devoid

AUTOMATIC TUBE FILLERS FOR VARIOUS PRODUCTS.
Photo courtesy F. J. Stokes Machine Co.



of script, open faced and Old English lettering, for example so that the logotype will reproduce on the commonest newsprint and cheapest carton board. The lettering should be of relatively uniform size so that when the largest is materially reduced the smallest will still reproduce legibly.

#### CHECKING THE NAME SELECTED

After the trade-mark and trade-name are finally chosen they should be checked for conflict with any registered trade-mark. This can be done at nominal cost. If neglected someone in some little out of the way place may have been using that "unique, clever, descriptive, knockem-cold" mark in a small insignificant way for years. He will not likely see it or will be shrewd enough not to assert his rights until the aggressive merchandiser that has adopted the mark is in good and deep. The upshot will be the mark will have to be abandoned with all the expense this involves, money passes hands, litigation gets it, or a costly delay is caused until the matter is cleared up and settled satisfactorily.

#### REGISTER PROMPTLY

Even though it is to be used only in a small way or limited area steps should be taken to register it promptly. The mechanics of securing registration are simple but there are two definite requirements that are often overlooked. First, the trade-mark must actually have been used on the specialty and second, there must have been at least one interstate or foreign sale and shipment of the product before application is made.

There are manifold advantages in so doing among which are proof of ownership of the trade-mark and a warning to others having a search made of the Patent Office records that the mark exists. It grants the right to prevent importation of foreign products bearing the mark and is a prerequisite to registration in many foreign countries.

#### REGISTERING THE TRADE-MARK

In passing, it is well to go to the small expense of registering the mark in all foreign countries where it is even remotely possible that one may ultimately desire to export. Foreign pirates on occasion register one's mark in their own countries solely for the purpose of collecting as much as they think the traffic will bear at such future time as one is ready or desirous of exporting to their country.

And one final comment relative to those new products that have been or are to be patented. The trade-mark protection should be secured first *i.e.*, before patent protection is sought. A trade-mark on an unpatented specialty may be enjoyed for the life of the business or theoretically to eternity. A trade-mark monopoly secured on an already patented specialty expires with the expiration of the patent monopoly after seventeen years. There are many classic examples especially in the pharmaceutical field yet this point continues to be ignored or overlooked.

And almost without exception, the trade-mark becomes far more valuable than the patent yet is allowed to become public property along with the patent at the expiration of the latter. Not a single product comes to mind in this industry whose patent is of great value whereas literally dozens of trade-marks could be named each of whose value runs into millions.

# New TOILET GOODS Review



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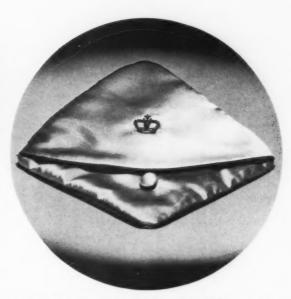
NEW COLOR-CHANGING ROUGE: Clark-Millner Co. has just introduced White Rouge, a new preparation for coloring the checks. It is made in cake form, in a pale rose shade, and the company claims will change its color when applied to the skin to harmonize with the complexion. It is also claimed that this preparation is waterproof and one application lasts all day. Comes in an attractive little white and magenta box.



IDEAL CONTAINERS FOR THE PURSE: Helena Rubinstein has solved the problem of conveniently carrying beauty aids in the purse by the adoption of ingenious new metal containers for eyelash grower, eye shadow, and rouge. These containers are small, round gold tone boxes with decorative swirl covers that fit over a concave metal top with small center perforation. By giving the bottom of the box a slight turn, just enough cream emerges for a single application, and the concave top makes it easy to blend the cosmetic with the fingertip. So easy to carry and easy to use, this container will undoubtedly prove very popular.



HARMONIZING MAKE-UP PREPARATIONS: The public is now becoming educated to the importance of color harmony, and Barbara Gould is offering four preparations, lipstick, dry rouge, cream rouge and nail polish in Pink Camellia, a new color especially developed to be worn with pinks, blues and other pastel Spring shades. The packages also have a family resemblance and effectively carry out the idea of color tie-up. The lipstick and dry rouge come in gold metal containers with red bands, while the cream rouge is packaged in a white and red molded container and the nail polish has a red molded cap and red lettering on the white label.



SACHET ENVELOPES FOR LINGERIE: A new method for scenting lingerie has just been introduced by Prince Matchabelli Inc. This company is offering beautiful envelopes and bags, made of satin, taffeta or bengaline in several attractive color combinations in which Duchess of York sachet is sewn right into the case. These envelopes, on which the Matchabelli crown is embroidered, is available in various sizes and are suitable for handkerchiefs, stockings, lingerie, etc.



PERSONALIZED SHAMPOO: Clairol is featuring a new type of shampoo which not only cleans and reconditions the hair and scalp, but also accents the natural color of the hair. The company claims it is neither a dye nor a bleach, and is available in five different colors for various types of hair, including white and gray hair. Packaged in an attractive container with yellow molded cap and yellow label. The carton is also yellow with black lettering, and has a large cellophane window through which the bottle is plainly visible.

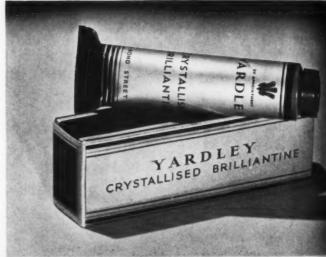


- 1... CHARLES OF THE RITZ: Sensitive Skin Cleanser has been repackaged in a smart frosted glass bottle with wide mouth to allow easy pouring of this thick creamy liquid. The screw cap is made of white plastic and the silver labels are printed in black.
- 2.. WORTH: The popular Worth fragrances, Dans La Nuit and Je Reviens are now available in eau de cologne. The beautiful Lalique crystal containers are the same style as the perfume bottles in these odors, and are offered in four sizes. The diamond shaped labels are silver foil with red and black lettering. Distributed by Al Rosenfeld Inc., New York.
- 3.. YARDLEY: In response to the demand for such a container, Yardley is now offering its Crystallized Brilliantine, scented with the odor of English lavender flowers, in attractive silver and black tubes. A novel feature of this package is the large green plastic cap, which covers almost the entire shoulder of the tube. It will not be so easy for this cap to get lost!
- 4.. RUBINSTEIN: Town and Country Face Powder has just been introduced in four popular shades. The sturdy hinged-cover container is covered with glossy white paper, and has a thick red band around the base. A large swansdown puff is included in the box. The new Flower Shop Bouquet cologne is offered in three delightful floral odors, and comes in a gracefully designed flacon, curved in the center to permit a firm grasp. A white molded cap and a gold label band complete the package.
- 5.. ARDEN: Ardena Stimulash is a new black cream recommended to enhance the beauty of the eyebrows and lashes, and may be applied either with mascara or without it. Packaged in a small pink opal jar, with molded cover in the same color.
- 6.. PATOU: A new dusting powder, scented with the delightful Moment Supreme fragrance, is now available. Comes in a gold paper-covered carton, with narrow black edge, and the firm's monogram in black on the cover. A large swansdown puff is enclosed in the box.

# NEW PACKAGES

by MARY LEE GOODMAN



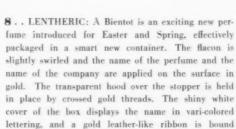




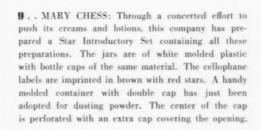
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around the sides and tied on top in a bow.

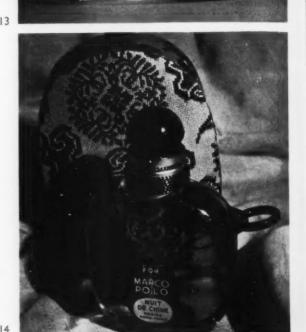




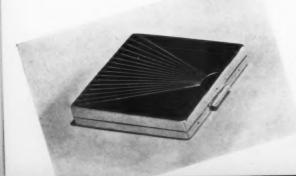
10 . PEGGY SAGE: Here is a manufacturer who has already introduced an improvement in its Waxy Base, a new preparation for the nails to prevent splitting and breaking. This product, originally introduced as a white liquid, necessitated the use of a dark polish to adequately cover it, but now Peggy Sage is offering it in a flesh colored tone so that pale shades of polish may also be worn over it. Packaged in the usual Peggy Sage container and an attractive silver box.



- 11 . . ESCORT: This company has adopted glass jars for its cleansing pads and remov-o-pads after experiments demonstrating the ability of glass to retain moisture and keep the products fresh. These products are packaged in two sizes, with especially lithographed caps and labels in magenta and white. Glass containers by Hazel-Atlas Glass Co. and lithographed caps by Hazel-Atlas Metal Closure Division.
- 12 . . YOUNG'S MARKET: This company, specializing in fine food products, confectionery, liquors and other utility and luxury items, has just introduced the Adrien Young line of cosmetics to be sold only in its main store in Los Angeles. The line consists of cleansing cream, tissue cream, astringent and face powder and the company claims these products have been scientifically adapted for typical Southern California weather. The face powder comes in a deep bronze toned orchid box, and the labels and carton designs on the other preparations have an orchid and gold color combination supplemented by black lettering.
- 13 . . POTTER & MOORE: This new package has just been adopted for the company's Devon Lilac perfume. The flacon is deep green glass with a lilac-colored plastic cap and a white satin bow. A lilac flower is pictured on the gold and black label which is also repeated on the carton. Lily of the Valley perfume is also packaged in this style.
- 14.. ROSINE: The presentation of Nuit de Chine, called the perfume for Marco Polo, has been timed simultaneously with the new film "Maco Polo" and thus offers unlimited possibilities for promotion. The oval shaped container has a stopper of deep midnight blue, which is the color of the rings that form handles on either side of the flacon. The carton is covered with attractively designed black and gold brocade. Distributed by Maurice Levy, New York.
- 15.. SUPERIOR PRODUCTS: Cleansing cream and cold cream have just been added to this company's line, packaged in attractive glass jars with wine-colored metal screw cap and label. Other products in the line will also soon be packaged in this style. Jars by Owens-Illinois Glass Co.
- 16. . PRIMROSE HOUSE: This small square compact is equipped with a magnifying mirror, slightly convex, which magnifies the entire area of the face instead of just one feature, and thus serves an additional beauty aid in the application of make-up. The compact is a beautifully designed gold finish case for loose powder, thin and lightweight.







6

## **Advanced Cream Manufacture**

Cream Formulas Based on Triethanolamine. How Stearate Soap of Triethanolamine Is Prepared and Why It Is Preferable to Ordinary Soap to Obtain Pearly Effect

#### by DR. FRED WINTER

THE stearate soap of triethanolamine (stearate soap TRI) is prepared as follows: Melt twenty-two parts of stearic acid and add ten parts of triethanolamine, being careful to stir rapidly. The paste is formed spontaneously and without heating at all by simply beating. Continue to stir until the mass thickens, when it will harden before long.

When freshly prepared, this soap is very white but it darkens quickly when exposed to the air. Therefore a TRI soap should be used for white creams only when freshly prepared. TRI soap is absolutely anhydrous and is easily soluble without difficulty in fatty bodies of every kind and also in petrolatum. It is also readily soluble in alcohol, water, benzine, etc.

### VARIOUS PROPORTIONS USED AS EMULSIFYING AGENT

As an emulsifying agent, triethanolamine is used in various proportions ranging from 3 per cent to 5 per cent on the average, calculated upon the weight of the fatty body to be emulsified, and in some cases ranging as high as 6 per cent to 8 per cent. TRI soap is employed for the same purpose in a proportion of approximately 6 per cent to 10 per cent.

#### CREAMS MADE WITH TRIETHANOLAMINE

Creams made with triethanolamine alone without the simultaneous use of another emulsifying agent, sometimes show a trouble-some tendency to liquefy, especially if they are very rich in aqueous vehicle. The simultaneous addition of glycol stearate, cetyl alcohol and a little anhydrous lanolin or even an auxiliary emulsion based on am-

monium stearate is necessary to correct this fault. In many cases it may be corrected by the simple addition of small quantities of anhydrous landin.

## CREAM FORMULAS BASED ON TRIETHANOLAMINE

Here are some examples of cream formulas based on triethanolamine:

#### CREAMS

	1		
1/	White wax	10	gr.
	Cocoa butter	14	
	Stearic acid	3	
	Anhydrous lanolin	2	
2/	Water	75	gr.
	Triethanolamine	2	
	Sodium benzoate	0.3	
	Borax	0.6	
	II .		
1/	White wax	10	gr.
	Cocoa butter	7	-
	Stearic acid	3	
	Anhydrous lanolin	2	
	Viscous white petrolatum	10	
2/	Water	60	gr.
	Triethanolamine	3	3
	Borax	0.6	
	Sodium benzoate	0.3	
	III		
1/	Stearic acid	20	gr.
	Liquid white petrolatum	80	-
	Spermaceti	30	
	White wax	5	
	Triethanolamine stearate	14	
2/	Water	90	
	Borax	0.7	

Method of manufacture: Mix the ingredients of 1. Heat 2 to about 80 degrees C., and pour 2 into 1 stirring constantly. Cool with stirring and perfume.

#### BEAUTY MILK

	stearate										gr.
	nolamine										
Warm	water .									550	

Bring slowly to a boil until it is entirely dissolved. Take from the

heat and stir until completely cold.

#### HOW PEARLY EFFECT MAY BE OBTAINED

If the pearly effect is desired, it is obtained by the addition of soap to ordinary creams, but it does not appear for some time (eight to ten days). Energetic working up of the cream favors and accelerates the appearance of the pearly effect.

#### PEARLY CREAM NO. 1

Powde	red	n	eu	1	ra	1	\$1	0	d	i	31	n	s	to	8	a	r-	
ate	soa	p					0											30
Borax					,										0			6
Ammo	nia	10	).9	77	1													60

Method of manufacture: Dissolve the soap and the borax in the water. This solution is warmed to 80 degrees, C. approximately. Add the stearic acid which has been melted to this liquid, continuing to heat and with stirring. When all is dissolved add the ammonia a little at a time with constant stirring and bring to a boil. With constant stirring, keep the whole at a slow boil for 20 minutes. Then remove from the heat and let the whole mass cool.

#### PEARLY CREAM NO. 2

Neutral potassium stearate soap 50 Borax	gı
dissolve in: warm water300	
mix into this solution the fol- following fatty mixture:	
Lanolin, anhydrous 2	
Liquid white petrolatum 3	
Viscous white petrolatum 3	
Stearic acid 30	
Cocoa butter 3	
Mix: then emulsify with:	
Ammonia (0.97)	

Keep the whole at slow boiling (20 minutes); then cool with stirring.

An addition of triethanolamine or the use (Continued on page 48)

# desiderata

#### by MAISON G. DENAVARRE

- ANTI-OXIDANTS Writes one well known technician, "Let me congratulate you on your Bulletin No. 6 (on antioxidants)". Another says, "It's a scoop-I wouldn't be without it-congratulations" and so on into the night. But what I'm getting at is, that any subscriber can get this encyclopedia of information on rancidity of fats and oils, by simply writing to the American Perfumer and asking for it. It is FREE for the asking. No complicated technical discussions. Just plain ordinary language that anyone can understand. With a long list of chemical anti-oxidants. along with patents and trade-named compounds. You can't afford not to have it if you are in the cosmetic business. Other free bulletins which may interest you are on Wetting Agents, Antiseptics, Germicides and Preservatives, Absorption Bases, and also the new and revised bulletin on Suntan Preparations.
- TERILIZED AIR The hygienic trend in cosmetics continues from another angle—keeping the air sterilized above and around the cosmetic during manufacturing and processing. By the use of ultra violet lamps, the air is kept sterile so long as the light is used. There is but one rub as I see it. Eye and skin burns due to reflected ultra violet light, are well known to those indulging in both summer and winter sports. Perhaps the use of protective goggles will help. It is a thought though.
- al action of silver as such or in some colloidal combination with proteins, is well known. Now it seems to getting some mention as a soap ingredient. This is to be regretted since the possibilities of developing argyria from a regular use of such a soap become increasingly of greater concern. Perhaps the forms of silver to be used and recommended are the safest yet, but many of us know that the silvar protein compounds are also reputed to be safe. Yet argyria

from this source is not at all uncommon. Why stick our chins out?

- WAVING SOLUTIONS Every week, for the past several years, the mail brings in requests for a "gumless, quick drying, inexpensive, effective hair waving solution" either as concentrate or in diluted form. The request is made honestly enough. But does the inquirer realize that thousands of dollars by numerous houses have been spent in research, seeking such a product? The perfect product is yet to be found. So why ask for the impossible? We simply have to turn you down, not because we want to but because we have to. The discovery unfortunately, has not been made vet.
- ALCOHOL Wonder how many cosmetic manufacturers using alcohol ever have their finished alcoholic lotion analyzed to determine the amount of alcohol present? Wonder how many of them know that they lose anywhere from 2% upward in the processing?
- RARE OILS A student in my cosmetic class at Wayne University asked me if there was such a substance as a rare oil, and if so would I give her the name of such an oil. Naturally, I told her that there were few if any rare fixed oils used in cosmetic manufacture, and that at the moment I could not recall even one. Which brings to mind classical descriptions in vogue even today. These are "herbal oils," "medicated cream," "scientific creams," etc.
- COLOR COMMITTEE The meeting of March 9th, of the T.G.A. Board of Standards, at which color certification and standardization were discussed, becomes another notable milestone in cosmetic history. There is no reason why cosmetic colors should not be sold by Color Index or Schultz numbers. Nothing would be

lost by such designation, and it would have a tendency to promulgate a greater feeling of technical responsibility among cosmetic manufacturers. The use of certain names along with numbers would also be an aid as it is in the case of certified food colors. The certification of a list of colors and lakes for cosmetic use is one of the most important needs of the industry today. May the movement successfully carry on.

- LIPSTICK WAX A new wax intended to replace carnauba in lipstick manufacture, is now available. It possesses all the desirable properties of carnauba, without the drawbacks of the natural material.
- made up a variety of creams and emulsions using grape seed oil in place of other vegetable oils. No difficulties are involved in any way, except that one must be careful not to overheat the oil in dissolving the antioxidant. Choice of perfume requires some consideration too.
- PERCENTAGE SOLUTIONS If the daily mail is any indicator of the misunderstanding and ignorance of percentage terminology, then we can say that there still exists a good portion of well established cosmetic technicians who aren't sure of themselves on this subject. Therefore, let it be known that when formulas are usually written in parts, the liquids are measured and the solids are weighed. In addition, the designation w/wmeans weight in grams or pounds in grams or pounds of finished product: w/v means a certain weight in a volume of solution; v/v a volume in a definite volume of finished product. Thus  $10\% \ w/w$  means ten grams or pounds in 100 grams or pounds of mixture. And 10% w/v means ten grams or pounds in 100 cc or pints of solution. Then 10% v/v means 10 cc or pints in 100 cc or pints liquid mixture. Simple, isn't it?

## **NEW PRODUCTS and PROCESSES**

#### **Parmantheme**

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A new product offered by Firmenich & Co., New York City, based on a synthetic reproduction of the violet ketone, parmone, recently discovered by Prof. Ruzicka, is being offered by the company under the name of Parmantheme. The new product is compounded to reproduce with fidelity the odor of the living violet.

#### New Coated Boxboard

Eight new delicate shades of coated boxboard are now stocked by the Lowe Paper Co., Ridgefield, N. J.



Sample Books and Folding Box

These papers, called Ridgelow Clay Coated SkyTints, are now ready for shipment, which will enable box-makers and printers to use modern, delicate backgrounds for fine folding boxes and direct mail work at very low cost. A sample book, containing these new SkyTints, show them on either harmonizing or contrasting inks. The photograph shows the two books and the silver embossed folding box of Ridgelow clay coated box-board in which they are being presented to the trade.

#### **New Single Disc Filter**

For smaller manufacturers the new Seitz single disc junior filter is offered by the American Seitz Filter Corp., New York, N. Y. It is designed for 16 x 16 in. filter sheets, with a filtering surface of 256 sq. in. It may be had with a supporting stand including pumps and motor or it may be mounted directly to the wall. The pump is either rotary or centrifugal type.

By adding filter screens it may be

expanded to a multiple disc unit up to a maximum of 7 sheets. It may also be used as a multiple disc tandem unit by means of a special bypass plate. In this way it is pointed out the first section may be used for rough filtration and the second for final filtration.

#### Filma-Seal for Tubes

Filma-Seal, a patented process by means of which a film of suitable material is made to adhere to the sealing lips of a container at the same time that the cap is applied, has recently been developed for use in conjunction with collapsible tubes.

The method being followed with success, according to the manufacturers, the Ferdinand Gutmann Co., 36th St. and 14th Ave., Brooklyn, N. Y., is to send the tube caps to it for insertion of the Filma-seals. The caps are then sent to the tube supplier who puts them on the tubes in the customary manner. During the baking process it is pointed out the adhesive on the film melts and forms a bond between the lip of the tube and the Filma-seal. This, it is added, affords a tight seal when the tube is received for filling and after it is filled; and even if the caps ride loose in transportation the seal still guards the product.

#### **New Detergent Agent**

A new colloidal detergent agent called Intramine C which has been announced by Van Dyk & Co., Jersey City, N. J., is claimed to double the value of perfume in bath oils and to make clear solutions that are stable and that will not become rancid. Further it is claimed that it prevents the formation of the ring in the tub. It is especially intended for use in bath oils.

#### New Lilac Bases

Three new lilac bases, one for extracts, one for creams, lotions and general cosmetics, and one for lower priced preparations and powders known as Avyllis A, B and C, are offered by Fritzsche Brothers, Inc., 76 Ninth Ave., New York City. The series of three are offered to interest those desiring to produce the same odor throughout an entire line of cosmetics.

#### Harry E. Pfaltz Creation

The latest creation of Harry E. Pfaltz, 206 W. 19th St., New York City, creater of perfumes for the



Presentation Package

trade, is being presented in attractive small packages such as that shown in the accompanying illustration. The new odor is available to a selected clientele, he announces.

#### Perfume Piller

A new style low cost perfume filler made of glass for filling bottles or vials by hand operation is announced by the Glass Products Co., Vineland, N. J. According to the maker's description it is made with liquid and air tight ground glass stop cock and stopper to prevent evaporation or leakage. It is supplied in 500 cc, 1000 cc and 2000 cc capacities.

#### **Bottle Cleaning Attachment**

The T. L. vacuum filler made by the Karl Kiefer Machine Co., Cincinnati, Ohio, is now equipped with a bottle cleaning attachment. As a result, the manufacturers state, in one operation a row of bottles is cleaned and a row is filled. The dirt is removed by filtered compressed air. The machine is constructed in sizes ranging from four to 14 stems.

#### **New Powder Mixer**

A new mixer of the conical type for blending of dry powders is offered by the Patterson Foundry & Machine Co., East Liverpool, Ohio. The makers claim efficiency in incorporating even very small amounts of any ingredient into large quantities, ease of loading, discharging and cleaning. It is made of stainless steel and other metals in several sizes.

# Sales Building Ideas

A NEW PRODUCT: The market is ripe for a high quality and highly styled foundation cream in stick form. This type of product in theatrical makeup has proved both efficient and handy. It should be developed in two types, one for dry skin and the other for oily skin. There are, of course, a number of important dos and dont's to make such a product right for daytime, evening and suntan makeup use. Pack in a lipstick case, about twice the diameter of the jumbo lipsticks and slightly taller, or use a square or oval case instead of round.

THE IDEAL EMERGENCY MAKEUP KIT: It would contain: this foundation stick, cleansing pads, rouge, lipstick, shadow, mascara, pencil and face powder, all in metal or plastic containers and suitable for traveling and purse use. The more compact the unit the better for handbags. Women may like to carry young trunks around as handbags but they dislike giving up all the space to cosmetics.

A WORD TO THE WISE: While we are on the subject of handbag paraphernalia, please divorce, once and for all compacts from cigarettes. Perfume in powder has an irrevocable way of fraternizing with tobacco and even women like their cigarettes "straight".

NEW USES FOR TUBES: Now that a truly leakproof tube is here it will be possible to use this type of packaging for many products which are runny or evaporatish. Very smartly designed tubes in small sizes but with a fairly heavy wall would serve nicely for hand lotion to be carried in the purse, likewise sun tan beach products and others of a related nature. This same process known as the Westite hermetic closure process is also slated to eliminate all previous troubles with leaky tubes. It seems to be worth looking into.

### NEW PUBLICATIONS

Unless otherwise stated, copies of any of the material mentioned in this section may be secured by writing direct to the company.

- ☐ Indole-3-acetic acid is being sold as the plant hormone auxin to produce roots at will anywhere on a plant according to an article "Will Hormones Come to the Aid of the Perfume Industry," in the latest issue of the Givaudanian, published by Givaudan Delawanna, 80 Fifth Ave., New York City.
- ☐ The April-May Wholesale Price List of Florasynth Laboratories Inc., New York, N. Y. contains 24 pages and an insert on certified food colors. Essential oils, aromatic chemicals, true fruit flavors, concentrated flavors, beverage concentrates, maple specialties, grape flavor and butter specialties, and miscellaneous specialties, flowerols, water soluble perfume bases, resinoids and oleo resins, as well as other products handled by the company are adequately described in this catalog and latest prices are given.
- ☐ Essential Oils, flavoring materials and other products of Polak's Frutal Works, Long Island City, N. Y., are listed in the 1938 price list of 24 pages which has been issued by the company.
- ☐ The Aerosol Wetting Agents in four types manufactured by the American Cyanamid & Chemical Corp., New York City, are described in a 32 page booklet issued by the company. These agents, according to the manufacturers are new synthetic chemicals possessing wetting, penetrating, emulsifying and dispersing properties.
- An annual report to its employees has been issued by the Monsanto Chemical Co., St. Louis, Mo. It is a special edition of the annual report of the company and is written in a friendly way in the form of a chat about the company and its affairs to the employees by Edgar M. Queeney, president. In it he tells who the stockholders are and why it is necessary to report to them every year, why there are stockholders, how the employee fits into the picture, the effect of the current depression, what is being done to offset depressions

and the outlook for the future as well as incidental matters about which an employee of a large company is likely to think too often not very clearly. An explanatory balance sheet shows very graphically the assets and liabilities of the company and terms are used which make each item very clear.

☐ A Guide to the Correct Addressing of shipments and the use and care of marking equipment consisting of 32 pages has been issued by the Marsh Stencil Machine Co., Bellville, Ill.

#### **CREAM MANUFACTURE**

(Continued from page 45) of TRI soap in the manufacture of pearly creams give a particularly pronounced pearly effect.

#### PEARLY CREAM NO. 3

Neutra	1 1	00	ta	55	sie	an	n	9	t	0	a	R	ıŧ	0		s	0	a	p	20	gr.
Trietha	no	a	m	in	e							×			×	×			*	20	
Stearic	d	c	id										*							150	
Liquid	w	nii	e	1	Pe	ŧ	rc	1	a	h	ır	n								60	
Water															*					450	
Borax																					

Method of manufacture: Dissolve the soap, triethanolamine and borax in the water at a temperature of 80 degrees C. Pour this warm solution into the mixture made of the stearic acid and the petrolatum and stir well. Cool with stirring until it thickens.

#### PEARLY CREAM NO. 4

1/	Stearic acid	gr.
	Triethanolamine	
	Saponify and dissolve the soap	
	with addition of 5 grams of	
	borax in	
	Warm water	gr.

Mix II together and pour this mixture with stirring into the warm solution of I. Cool with stirring.

Commentary: Generally speaking, the use of soap in the preparation of face creams is not to be recommended; but it is indispensible if the pearly effect is to be secured. The use of stearate soaps of triethanolamine in place of ordinary soap is preferable for reasons which we have already given.

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**SMART** 

MODERN

DURABLE

UNIFORM

Manufacturers of COLLAPSIBLE TUBES since 1898

COLORFUL

TURNER WHITE METAL CO., Inc. . . . New Brunswick, N. J.

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# **QUESTIONS AND ANSWERS**

#### 182.—BATH SALT TABLETS

Q. We are having difficulty with a bath salt tablet containing trisodium phosphate. It seems that the perfume weakens considerably in two or three weeks, even though the tablets are packed in a glass bottle, tightly corked and sealed.—S. P., New York.

A. It is quite possible that the water of crystallization is causing a breakdown of your product by hydrolyzing it. Try either anhydrous trisodium phosphate or an anhydrous sodium carbonate, such as is used in bath salts.

#### 183.—FINGER WAVE SOLUTIONS

Q. There are on the market finger wave solutions that are quite jast drying and that have no gum or alcohol. Can you advise us what they are using in place of same or give us a formula? Stamped self-addressed envelope enclosed.—D. E., Delaware.

A. We know of only one such wave set that has national distribution, and this one is patented. Several of the supply houses offer proprietary materials of unknown composition, that are claimed to give the effect you want. We suggest you write them for further information. Names are forewarded to you under separate cover.

#### 184.—AQUEOUS SOLUTION

Q. I have been using sodium lauryl sulfonate in an aqueous solution, but it clouds on standing. What other wetting agent would be soluble in a 3% neutral aqueous solution? Do I need a preservative?—R. G., New York.

A. There are any number of wetting agents you can try. Please get the Wetting Agent Bulletin which describes these. It is obtainable from the American Perfumer, free for the asking. You probably won't need a

preservative. With the right material you can get a higher concentration than 3% if necessary. The problem is concerned not only with the proper wetting agent, but also with the other ingredients that you can and should use in the solution. Each wetting agent is a special problem. You will have to work it out yourself, since this requires experimentation, and this department cannot undertake to do this for you.

#### 185.—ONE MINUTE SOLUTIONS

Q. We would like a formula for permanent wave solution such as is called "one minute solution." Where can we purch as e permanent wave oils? Where can we obtain materials used in soapless shampoo? Please send me Wetting Agents Bulletin. Your kind attention is appreciated. —V. F., Penna.

A. The Bulletin, source of permanent wave oils and materials for soapless shampoo have been sent to you. We have no experience with a "one minute solution" for permanent waving. We suggest you have it analyzed by a competent chemist who will tell you the ingredients used as well as the amounts.

#### 186.-MOSQUITO CREAM

Q. We would be very grateful if you could give us a formula for a greaseless mosquito cream. We know that we can depend on the reliability of your advice.—W. V., Montreal.

A. We would be grateful too, for a really useful formula. But thanks for your note of confidence in us. The following formula is intended to guide you only. We don't guarantee its effectiveness: make the usual glyceryl mono-stearate emulsion containing 12% of the stearate, add 10% cod liver oil, 2% wormwood oil, ½% camphor and any of the following to suit your taste: oils of citronella, pennyroyal, lavender, eucalyptus, clove, cedar wood or cassia.

Emulsify in usual way, by bringing cream ingredients to boil, stirring until 45° C., then adding aromatics.

#### 187.—AMMONIA TYPE SOLUTION

Q. I would like a formula and some suggestions of various materials that I can use in an ammonia type permanent wave solution.—O. Z., Penna.

A. Your request is very confusing. We don't know what you want. But here goes. Any other alkali, fixed or volatile can also be added. Vegetable oils, animal fats or oils, sulfonated oils, soap and other ingredients can also be added for various effects.

#### 188.—PERMANENT WAVE OIL

Q. Sometime ago you had an article on a good permanent wave oil. Could you give us a little more information on same and where could we procure the oil?—J. A., Toronto.

A. The permanent wave oils are special sulfonated and otherwise treated materials, that give either clear or cloudy mixtures when mixed with the usual permanent wave solution. The names of suppliers are sent to you. When requesting material from supplier, give him a general idea of composition of your solution, to get proper oil.

#### 189.—ELIMINATING CRYSTALS

Q. Among the many claims I make for my preparation is its deodorant quality. To this end I make a powder mixture that is mixed with alcohol and shaken before use. Upon standing, I get crystals formed. What can I do to eliminate crystals? My formula follows:—B. N. L., New York

A. Eliminate the boric acid, and use some other agent having the same antiseptic properties. It can be either soluble or insoluble in you mixture. Try benzoic acid, aluminum beta naphthol sulfonate or one of the formaldehyde compounds.



For 50 years Schimmel Eau de Cologne compounds have been recognized for their high quality. Ever since the production of a fine cologne was one of the important tests of a perfumery house.

Now we have combined our famous cologne with various floral odors in a way that gives them a varied charm and interest. In each odor the floral top note is skillfully blended with the cologne undertone. This gives a com-

bined odor effect that is subtly different in its elusive appeal. These colognes are unusually lasting too. Among the most popular are our Gardenia, Romanis, Lilac and Fougère.

The more you test Schimmel Floral Colognes the better you will understand the reasons for their popularity. Write us for full information and tell us which odors you desire for testing.

# SCHIMMEL & CO., INC.

601 WEST 26th STREET, NEW YORK CITY

BOSTON

CHICAGO

LOS ANGELES

TORONTO



for the alluring sales appeal of the true Lilac note

Albert Verley, Inc. presents



Sent free — the new Verley price book, containing a wealth of information on aromatic chemicals and their usage. Write for your copy.

Your Lilac product needs the deep, dry note so difficult to attain — now available to you in this new aromatic specialty by the house of Verley. Lilas Aldehyde possesses tremendous power and gives strength to almost any Lilac composition, to meet the tastes of fastidious consumers.

Lilas Aldehyde give your product the individual distinction that makes it stand out above competing products. It is exceptionally valuable in Lilac compositions for soap. \$12.00 per pound. Write for liberal working sample. Consult your Albert Verley price book for additional aromatic specialties suitable for Lilac.

# Albert Verley aromatics

ALBERT VERLEY, INC., D. A. Bennett, *President*, 1621 Carroll Avenue, Chicago, Illinois 114 E. 25th Street, New York

• Mefford Chemical Co., Los Angeles

Base Soap—Julius Schall describes the "Descha System" for making

Base and Curd soap, in Fette u. Seijen 44, 55, 1397. A base soap can be prepared in from 8 to 10 hours by this system. Saponification requires but one hour. The soap formed can be piled without drying. After three washings the glycerine content is about 0.5%. After a short period of drying, the fatty acids assay 68 to 70%. (Thru Oil & Soap.)



Emulsions - Karl Becher discusses emulsions of the water-in-oil and oilin-water type in the Apoth. Ztg. 51, 1820, 1936. The author recommends two formulas as follows: water 100, fatty oil 100, cholesterin 5; water 100, fatty oil 75, lanolin 25. (Thru. J. A. Ph. A., 26, 138, 1937.)



Formulas for Cosmetics - Formulas for cosmetic preparations are given by J. Davidsohn, in Manufacturing Perfumer, 3, 14, 1938. Cosmetics formulated are water free cold cream, aqueous cold cream, lanolin creams, vanishing creams, totaling 13 formulas.

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Colors in Perfumery - E. Malher writes about the colors used in perfumery, in Parfumerie Moderne, 31, 447, 1937. The origin, solubility, classification of synthetic colors, perfumery colors, pigments, along with a conclusion comprise the article. Trade name products as well as common names for various coloring agents are given.



Assimilation by the Skin-Assimilation by the skin is reviewed by R. M. Gattefosse, in Parfumerie Moderne, 31, p. 412, 1937. The work of Przylecki is briefly described. Combinations of protein, lecithin, cholesterol, fatty acids and nucleic acid are mentioned



Hormones - S. Mallowan attacks misleading claims made for hormone and vitamin cosmetics in Deut. Parf. Ztg., 21, 305, Chem. Zent., 1936. Results manifested in the skin may be due to metabolic changes as a result

TECHNICAL ABSTRACTS

of application of creams or ointments containing these. No injurious effects can result from the application of small amounts of cholesterol or vita-



Perfume Formulas-Dr. Fr. Schulz gives 13 formulas for various modern perfume compositions in Seif. Ztg., 64, 233, 1937. Formulas are given for Russian Cologne, Eglantine, Essbouquet, Fougere, Gardenia, Lilac, Foin, Linden, Moss Rose, Jonquil, Heliotrope and Muguet. A formula for lilac consists of: 300 Lilac 830, 200 syringia, 100 maiglockchen, 100 Siam benzoin 20% solution, 50 mush hetone 20% solution, 50 synthetic amber 5% solution and alcohol to 10 liters.



Coloring and Perfuming Face Powder-Stummer, writing in Recherches, No. 3, 1937, p. 85, describes a process for the coloring and perfuming of face powder of great fineness. If a powder passing through a 300 seive is too fine for the skin, an intermediate fineness should be used, say 150 mesh. Powders of great fineness require special coloring methods, because color dispersion becomes a problem. Greater amounts of colors will be required to give the desired shades.

(Continued from page 31) drogen sulphide we have an illusive gas.

#### TWO BOTTLE SUGGESTION

The suggestion made in earlier papers of this short series of presenting a two bottle lotio alba should be recalled. Certain clinical trials with such a two bottle preparation were very promising. Reference to the paper on quantitive studies of the presence of hydrogen sulphide in solutions of potassa sulphurata will give the storing qualities of this gas. Its alkalinity can be tested by the hydrogen ion concentration determin-

This is the third of three papers of value to the manufacturer who prepares active lotions for acne depending upon the formation of active gaseous hydrogen sulphide for its effect as gaseous keratolytic and antiseptic.

#### COMING CONVENTIONS

May 2-5—American Drug Mfrs. Ass'n, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 16-18—Proprietary Association, Biltmore Hotel, New York City. May 24-26-Toilet Goods Associa-

tion, Biltmore Hotel, New York. June 6-7 - Canadian Perfumers, Brock Hotel, Niagara Falls, Ont.

June 13-16—American Pharmaceutical Mfrs. Ass'n, Homestead, Hot Springs, Va.

June 27-29-Flavoring Extract Mfrs. Ass'n, Traymore Hotel, Atlantic City, N. J.

#### LEGISLATION WORTH WATCHING

Kentucky-A trade mark bill. H 58, prohibits the use of any registered trade marked container, etc., by anyone except the owner. bill has passed both houses and is in the hands of the governor.

Massachusetts - A drastic drug control bill, H 1409, requires a poison statement on the package if the consumption of the entire contents of the package may cause injury. Products intended for external use are not exempted.

Mississippi-The bill to include cosmetics within the provisions of the state pharmacy law, H 595, which also required a \$5 annual license fee on each product registered at a maximum charge of \$100 has been recommitted to the committee

New Jersey-Provisions intended to insure and protect fair trade practices in distribution, H 325, prohibit advertising or offering or selling merchandise at less than cost.

Virginia-Manufacturers of toilet preparations, dentifrices and cosmetics are required to secure a license and be under the supervision of the state board of pharmacy under H 169, which has passed the senate.

The state trade mark law is subject to amendment by H 507 and increases the penalty for counterfeiting or imitating a trade mark.

A substitute for H 171 is provided in H 524 which follows closely the provisions of the Copeland bill S 5.

## **NEWS AND EVENTS**

#### H. G. Thomas Appointed Director of Exhibits

H. Gregory Thomas has been appointed director of exhibits by Perfumery & Cosmetics Exhibits, Inc., the corporation organized to handle all exhibits of toilet preparations, cosmetics and perfumes at the 1939 New York World's Fair. Space may be leased in the special building for the products of the industry by writing to Mr. Thomas, at 30 Rockefeller Plaza, New York, N. Y. Space is available in units of 120 sq. ft. minimum to 600 sq. ft. maximum at \$20 per sq. ft. The Toilet Goods Association has no official connection with the exhibit at the World's Fair.

#### Cosmetic Building At World's Fair

Plans for the Cosmetic Building at the New York World's Fair have now been completed, and will be one of the most interesting on the grounds. The building, which was designed to resemble a cosmetic package, will be constructed chiefly of glass. The upper part of the main rotunda will have an exterior covering of corrugated glass backed up with gold leaf and capped with a little finial of black glass. The ceiling in the rotunda will be 39 feet high and will vary

from 17 to 27 feet in other parts of the building.

There will be 12,000 square feet of exhibit space, and in one part of this area will be a 15-foot oval island in an oblong shaped room with two aisles providing a new type of display most suitable for the exhibit of cosmetic items.

Space in the Cosmetic Building will not be sold to any manufacturer making unverified claims for his product, and all merchandise to be displayed must first satisfy the Committee on Medicine and Public Health.

The Toilet Goods Association has taken over a major portion of the exhibit space, and will arrange programs for shows, lectures and demonstrations of an educational and instructive nature to be given in the auditorium. This room will be equipped with a stake and projection booth, and will seat 200 people.

The following concerns have already made plans to take space in this building: Bourjois, Inc.; Charles of the Ritz; Parfums Corday; Coty, Inc.; Marie Earle, Inc.; Barbara Gould, Inc.; Lanvin Parfums, Inc.; Ogilvie Sisters, Inc.; Pinaud, Inc.; Rigaud Perfumery; Roger & Gallet; Helena Rubinstein, Inc.; Schiaparelli Parfum, Inc.; Vadsco Sales Corp.; Yardley & Co., Ltd., and many others are joining

#### Comte & Comtesse de Polignac Visit Lanvin Representative

Comte Jean de Polignac, director of the House of Lanvin in Paris, and his wife, only daughter of Mme. Jeanne Lanvin, returned to



Comtesse de Polignac

France last month after a stay of seven weeks in New York, their first visit to this country in twelve years. Comte de Polignac devoted much of his time conferring with Maurice Levy, sole distributor of the Lanvin products in America,

on the Fall and Christmas plans for this line.

The charming Comtesse de Polignac is gifted with a lovely soprano voice and is considered the "most finished amateur musician" in Paris. During her visit here she was actively occupied giving a series of concerts over the radio.

Early in March a cocktail party was given at Hampshire House, New York, for the Comte and Comtesse to meet the fashion and beauty press in America. Other guests attending included Mr. and Mrs. Paul Whiteman, Veloz and Yolande, Fred Keating. Mary Brian, Elsa Maxwell and Kathryn Cravens.

## Harold Emptage Directs Mary Pickford Cosmetics Inc.

Mary Pickford Cosmetics Inc. is now located at 551 Fifth Ave., New York City. Harold J. Emptage, for 17 years with Andrew Jergens & Co. has been appointed vice president and general manager of the company.

#### Stuart Products Inc. Opens New York Office

Stuart Products Inc.. St. Paul, Minn., has opened a New York office at 347 Fifth Ave. James J. Griffin will be in charge of this new branch.



COSMETIC BUILDING TO BE ERECTED AT WORLD'S FAIR

# For Distinguished Terrice



Owens-Illinois containers and closures again have been cited for sales-worthiness and outstanding achievement in the 1937 All-America Package Competition.



Gold Award in the Glass Container Group was presented to Owens-Illinois for creating the exquisite container and closure

for Hirestra Laboratories' Endocreme—the finest example of a Salespackage in the cosmetic field.



Bronze Award in the Glass Container Group was awarded to Owens-Illinois for creating the Taylor Wine Decanter—a reuse container with genuine sales appeal.

Another outstanding Owens-Illinois winner was the bulb-shaped container for the Bee-Hive Honey Package of Sherfick Farms, winner of the *Gold Award* in the Closure Division. Other winners were the private mold container used in the Baxter Vacoliter, winner of the *Bronze Award* in the Closure Group and the "cognac shaped" bottle for the Government House Rum package of W. A. Taylor & Company, winner of the *Silver Award* in the Label Division.

Owens - Allinois Talespackages "First in Glass"



A. C. Burgund



W. D. Barr



C. E. Kelly



Chas. Fischbeck



W. E. Klas



M. Lemmermeyer



W. P. Murray



L. R. Root



Karl Voss

MEMBERS OF T. G. A. CONVENTION COMMITTEE

#### T. G. A. Appoints 1938 Convention Committee

C. E. Kelly of Hagerty Bros. & Co. has been appointed chairman of the convention committee of the Toilet Goods Association which will meet May 24, 25 and 26 at the Biltmore Hotel, New York City. Other members of the committee are: A. C. Burgund of Carr Lowrey Glass Co.; W. D. Barry of Mallinckrodt Chemical Works; Charles Fischbeck of Charles Fischbeck Co.; W. E. Klaas of Brass Goods Mfg. Co.; M. Lemmermeyer of Aromatic Products, Inc.; W. P. Murray of Continental Can Co.; L. R. Root of Scovill Mfg. Co.; and Karl Voss of Karl Voss Corp.

#### Powers of Federal Trade Commission Defined by Law

Amendments to the Federal Trade Commission Act were approved by the President March 22. They become effective May 21. After that date the Federal Trade Commission will have power as regards all concerns engaged in interstate commerce:

(1) To initiate "cease and desist" proceedings against any concern whose acts, practices or advertisements are in the Commission's opinion in any way "unfair or deceptive."

(2) To initiate "cease and desist" proceedings against any concern whose advertisements concerning food products, drugs, medical devices or cosmetics are in the Commission's opinion "misleading in any material respect," taking into account "not only

representations made or suggested by statement, word, design, device, sound, or any combination thereof, but also the extent to which the advertisement fails to reveal facts material in the light of such representations or material with respect to consequences which may result from the use of the commodity to which the advertisement relates under the conditions prescribed in the advertisement, or under such conditions as are customary or usual."

(3) To initiate proceedings against any concern before the United States District Courts for injunctions in respect of advertisements concerning food products, drugs, medical devices or cosmetics which in the Commission's opinion are of the character described above.

(4) To initiate proceedings by the Attorney General of the United States against any concern before the United States District Courts for penalties in respect of any advertisements concerning food products, drugs, devices or cosmetics which in the Commission's opinion are of the character described above, "if the use of the commodity advertised may be injurious to health because of results from such use under the conditions prescribed in the advertisement thereof, or under such conditions as are customary or usual, or if such violation is with intent to defraud or mislead."

#### Effect of Wheeler-Lea Law on Cosmetic Industry

What will be the immediate effect of the Wheeler-Lea law on the cosmetic industry? The Toilet

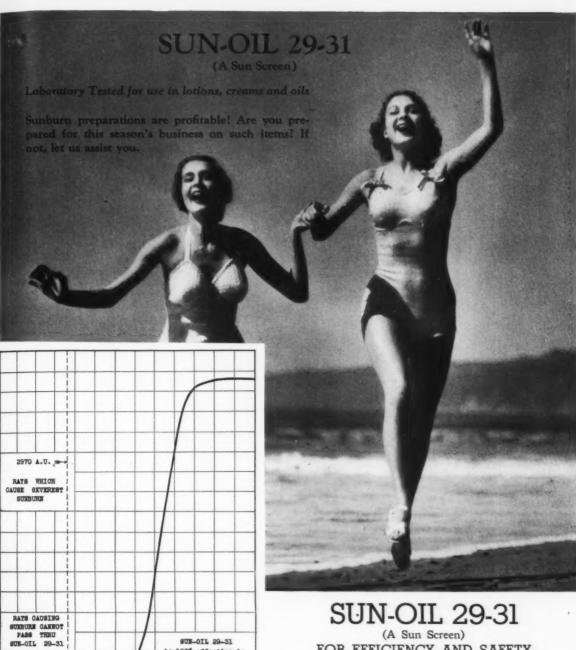
Goods Association answers the question as follows:

A. It will require much more careful scrutiny of all cosmetic advertising in the future. Check and recheck each statement of your copy writers. Make your advertising conform in principle to the statement on your labels. Make your statements truthful. In this connection manufacturers and advertising agencies will find it to their advantage to make the fullest use of the services and advice of the Board of Standards of the Toilet Goods Association.

B. Hitherto in cases of violation of orders of the Federal Trade Commission, such violations could be proceeded with on behalf of the Federal Trade Commission only by injunction and it was only in cases where the injunction was violated that any penalty could be prescribed by the courts. Under this new law any violation of an order of the Federal Trade Commission after it has become final subjects the defendant to a civil penalty of not more than \$5,000 for each violation, and in cases involving injury to health, a possible fine of not more than \$10,000 or imprisonment for not more than one year.

#### Fits the Face for Electric Shaver

Successfully meeting the demand for a toilet preparation to be used with electric razors Pinaud, Inc. recently conducted a slogan contest. The prize winning slogan was: "The world's best electric razor can't shave your face properly unless it's shaveable. Step up and say 'Set Up'—You'll get a new thrill."



## **SUN-OIL 29-31**

(A Sun Screen)

FOR EFFICIENCY AND SAFETY

LET US PROVE TO YOU THAT THIS SUN SCREEN LIVES UP TO PROMISES—WRITE US TODAY

We carry a Complete Line of Odors for Use in Anti-Sunburn Products

SAMPLES AND PRICES ON REQUEST

ESSENTIAL OILS FLOWER OILS AROMATICS FLAVORS

2800

3000

3200

WAVE LENGTH - ANGSTROM UNITS

Backed by Over a Quarter of a Century of Experience

3400

SUM-OIL 29-31

is 100% effective to just past 3100 A. U.

then the absorption gradually decreases permitting a Suntan without the Sunburn

3600

NEW YORK



#### Federal Trade Commission Orders Against Cosmetic Firms

The Federal Trade Commission has issued cease and desist orders against the following:

Mid-West Soap Co., Indianapolis, Ind. — To discontinue representing through fictitious price markings that its soap has retail values in excess of the prices at which it is customarily sold.

Golden Peacock, Inc., Paris, Tenn.— To discontinue representing that its bleach cream and Miracream are new discoveries and are endorsed by leading medical authorities.

Les Parfums d'Isabey, Inc., New York, N. Y., and Fioret Sales Co., Inc., New York, N. Y.—To discontinue passing off perfumes compounded and packaged in the United States as imported perfumes.

Stipulations to cease and desist from certain unfair representations in the sale of commodities were approved with the following: Delettrez, Inc., Long Island City, N. Y.—eyelash grower; Lepol Co., Tulsa, Okla.—a treatment for the scalp; F. W. Fitch Co., Des Moines, Ia.—Fitch's dandruff remover and shampoo; Lehn & Fink Products Co., Bloomfield, N. J.—cosmetics; Baby Touch Hair Remover Co., St. Louis, Mo.—hair remover.

#### Dates for Golf Outings Announced by BIMS

Five golf outings will be held by the B I M S organization on the following dates: week of May 9, week of June 20, week of July 18, week of August 22nd, and the final event on Thursday, September 22. The clubs at which these outings will be held are to be announced next month.

The committee to purchase the prizes consists of Charles W. Darr of Harriet Hubbard Ayer, Inc., Harry Griffiths of Pennsylvania Drug Co., and B. H. Badanes of McKesson & Robbins, Inc.

Albert C. Burgund of Carr Lowrey Glass Co. was appointed chairman of the handicap and arrangement committee. Warren Brown of American Druggist is chairman of the publicity committee, and C. R. Keeley of Toilet Requisites was made the historian to keep a record of all events.

#### Pepsodent Contest Great Success

Much interest was shown in the Pepsodent Co. contest for druggists recently conducted on the company's Mickey Mouse promotion. Twenty-one thousand druggists, or approximately 40% of all the druggists in the country entered this contest for the grand prize of \$1,000 and a second prize of \$500.

#### Flavoring Extract Men Plan Unusual Meeting

The Twenty-Ninth annual convention of the Flavoring Extract Manufacturers' Association of the United States, which will be held on





E. L. Brendlinger

J. H. Beach

June 27, 28 and 29 in Atlantic City, N. J., bids fair to be one of the most successful in its history.

The officers of the association, the members of the convention committee, program committee and the entertainment committee, have been unusually active in preparing for this gathering.





C. E. Davis

F. M. Boyles

Some of the officers feel that the importance of the business and legislative subjects to be discussed at this convention will transcend even the rousing conventions held by this association during the years just preceding prohibition.

In view of the ever growing importance of federal and state taxes, the program committee is leaving no stone unturned to provide for this convention the best informed speaker available on this subject. Paul Willis, Dr. James M. Doran, Prof. Arthur Thomas, Walter Eddy, John B. Kennet and Dr. J. G. Davidson are among the speakers scheduled.

The entertainment committee is doing an unusually thorough job, and seem to have as its objective the keeping together of the entire membership throughout the whole convention.

The general convention committee consists of E. L. Brendlinger, chairman; John H. Beach and C. E. Davis, while Frank M. Boyles is active in the work of most of the committees. Members of the other committees follow:

Registration: William F. Fisher, Chairman, William F. Kiefer, Michael Cortizas, William Triest, Donald C. Limbert, Gert Keller, and Ed. Young.

Dance: J. B. Magnus, Chairman, E. Steckman, Harold Weil, H. D. Porter, Arthur Hafner, Philip Heuisler, and Percy C. Storr.

Banquet: Leo Green, Chairman, Clarke Nowland, Robert Rosenbaum, Mervin Pierpont, Louis A. Rosett, Mr. Dolan, and Mr. Isler.

Golf: Frank Green, Chairman, Fritz Lueders, Victor Williams, B. H. Smith, C. L. Lightfoot, and Philip Heuisler.

Night Club Committee: Edward Buckley, Chairman, Jacob Manheimer, A. C. Drury, Mr. Toby, Fred Rauch, T. C. Farrell, Victor Williams, and Louis Gampert.

Favors for Ladies: B. H. Smith, Chairman, Chester Smeltzer, Charles Olson, Charles Homan, Leo Green, and J. T. Ogden.

Ladies Committee: Mrs. E. L. Brendlinger, Mrs. Clarke Davis, Mrs. George Armor, Mrs. Leo (Gertrude) Green, Mrs. H. D. Porter, Mrs. Mervin Pierpont, Mrs. Louis Rosett, Mrs. Philip Heuisler, Mrs. J. T. Ogden, Mrs. Ed. Buckley, Mrs. John Beach, Mrs. B. H. Smith, Mrs. Frank Boyles, Mrs. Frank Green, Mrs. Toby, Mrs. Clarke Nowland, Mrs. Gert Keller, Mrs. Chester Smeltzer, Mrs. Joseph B. Magnus, and Mrs. Percy C. Storr.

#### Arden Bridal Show A Marked Success

A most elaborate perfume and cosmetic promotion campaign for Spring was launched by Elizabeth Arden on March 15 and 16 when five hundred brides-to-be were invited to attend the "Bride's Bouquet" fashion show at the salon of the company, 691 Fifth Ave., New York Not only brides-to-be but brides of the past attended, and the crowd was so great it was necessary to give an extra performance. The show was enthusiastically received by the audience and was followed by a reception and tea at which Miss Arden was hostess.

Preceding the fashion review demonstrations were given of the many beauty treatments offered by the company, including the proper make-up for all occasions. Six important New York stores designed and made the bridal and bridesmaids' gowns, which were inspired by the flower fragrances traditionally associated with weddings, namely, orange blossoms, jasmin, lily of the valley, gardenias and orchids. The mannequins modeling the gowns used the Elizabeth Arden "Bride's Make-up" cosmetics which harmonized with their frocks and wore the Arden perfume of the flowers which they carried.



HAZEL-ATLAS GLASS COMPANY WHEELING, WEST VIRGINIA



G. W. Beeman, president of Beauty Counselors Inc., Detroit, celebrated the seventh birthday of the company on March 21. Many congratulatory messages were received, and business on that day was the largest in the history of the organization. Sales for this year are 40% ahead of the same time in 1937.

## Cooperative Program to Fix Cosmetic Colors

As the certification of colors takes a long time and as the industry faces the possibility of being deprived of the necessary range of colors for its needs, The Board of Standards of the Toilet Goods Association called a conference on colors for cosmetics March 9, which was attended not only by representatives of all color manufacturers, but also by representatives and chemists of a number of leading toilet goods houses, and by a group of dermatologists.

The conference was also assisted by the presence of H. T. Herrick, head of of the Color Certification Division of the Food and Drug Administration in Washington.

The meeting adopted a plan of operation which would consist in the followings steps:

1—Each color manufacturer will submit to the Committee of the Cosmetic Industry, a list of the colors which he is in the habit of selling and guaranteeing for cosmetic use.

2—Members of the cosmetic industry are requested to submit to the Board of Standards a list of those colors which they most generally employ and the continuance of which they consider most useful.

3—The Board of Standards will act with the Committee of the Cosmetic Industry as a clearing house for the information submitted. Colors will then be submitted to the Dermatological and Chemical Advisory Board for approval.

4—The Dermatological and Chemical Advisory Board will report on the possibility of their toxicity and their action as skin sensitizing agents. 5—After these colors have been approved, the list will be returned to the Director of the Board of Standards, who then will be in a position to cooperate effectively with the Color Certification Section of the Food and Drug Administration of the Department of Agriculture, in requesting that these colors be placed on the permitted list, and thereby be declared suitable for certification under the provisions of the law.

The following committees were appointed:

Committee of the Cosmetic Industry: Dr. A. B. Pacini, secretary, Oxzyn Co.; F. Tourtois and Jean Martin, Coty Sales Corp.; Charles Bishop, Northam Warren Co.; H. Coutinho, Pinaud, Inc.; Daniel L. Couch, Elizabeth Arden, Inc.; Paul Douglas and John Bartholomew, Bourjois Sales Corp.; Charles Darr, Harriet Hubbard Ayer; Stephen A. Karas, Helena Rubinstein, Inc.; K. W. Tracey and W. A. Black, Hudnut Sales Co., Inc; Fred Bettiol, Charles of the Ritz; Dr. E. E. Dreger and Dr. R. F. Heald, Colgate-Palmolive-Peet Co.; Dr. E. Klarman, Lehn & Fink; and Harold Thorne, A. P. Babcock Co.

Committee of Color Manufacturers: Harold Weil, secretary, and Wm. C. Bainbridge, H. Kohnstamm & Co.; S. S. Theil and P. A. Thomasset Ansacher-Siegel Corp.; H. Klipstein. Calco Chemical Co.; Vincent Vesce, Harmon Color Works, Inc.; S. N. Cummings, Pylam Products Labs.; S. H. Ebert, Interstate Color Co.; C. Paine, Imperial Chemical Industries, Ltd.; Oscar E. Sperrle, Fezandie & Sperrle, Inc.; and R. F. Revson, R. F. Revson Co.

Dermatological and Chemical Advisory Board: Dr. Louis Schwartz, Treasury Department, U. S. Public Health Service; Dr. Joseph Goodman, Boston, Mass.; Dr. Herman Goodman, Asst. Director of Social Hygiene, Dept. of Health, New York City; Dr. Marion B. Sulzberger, New York City; Dr. B. L. Oser, Food Research Lab., Inc.

#### Allied Drug & Cosmetic Ass'n Adopts New Constitution

A new constitution and by-laws were adopted at the last meeting of the Allied Drug & Cosmetic Association, at the Leland Hotel, Detroit. In regard to the numerous prosals of a change of name, the Association voted almost 2 to 1, to retain the present name.

Under the new constitution, a treasurer was added to the roster of offices, splitting the office of secretary-treasurer now held by M. G. de Navarre. The new treasurer elected is A. S. Bedell (treasurer, Beauty Counselors, Inc.), who is especially qualified for the position.

The new constitution and by-laws were re-written by a committee headed by Donald Melville (president, Frank W. Kerr Co.). The expertness of the work can be guessed when it is realized that the constitution and by-laws were adopted as written by Mr. Melville.

#### Ralph Auch Assumes Additional Duties

Ralph H. Auch, superintendent of the packaging division of the Jos. E. Seagrams & Sons distillery at Lawrenceburg, Ind., has also assumed charge of the rectifying and blending departments of the company. Mr. Auch, who is well known to our readers through his many articles on plant management and equipment, was formerly chief chemist and superintendent of The American Products Co., Cincinnati.

#### Revlon's Nail Polish Names Now Protected by Injunction

The exclusive right of the Revlon Nail Enamel Corp. to the trade marks Ascot, Windsor, Savoy, Newport, Sudan and Sierra was upheld by the New Jersey Chancery Court when an injunction was obtained by the company restraining others from using these names for nail polishes.

#### Macy's Toilet Goods Sold In Two More Stores

The Burger-Phillips Co., Birmingham, Ala., and Anderson-Dulin & Varnell, Knoxville, Tenn., department stores, are now selling the cosmetic items manufactured by R. H. Macy & Co., New York.

# COLLAPSIBLE TUBES

ALTAL CAN SPORTS

CONSUMERS are economy-conscious—one reason tube-packed products are more in favor than ever before. Tube-packed products are economical to buy and to use. They give full service until the final pressure delivers the last bit of contents value. And they offer the maximum in convenience and protection! Ask for samples of our tubes—compare prices.

N.B.—We are also headquarters for METAL CAN SPOUTS—for various household products.

WHITE METAL MANUFACTURING CO.

New York Office F. L. Butz HOBOKEN, NEW JERSEY

Chicago Office, Charles A. Rindell, Inc., 64 West Randolph St.

Detroit Office R. M. Stevenson 506 Donovan Bidg

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#### Competitors Aid **Castilian Products**

When the plant of the Castilian Products Corp., located at 1027 North Seward Ave., Hollywood, Calif., was completely destroyed by fire early last month, the company received many offers of assistance from other firms in the territory, many of whom are its competitors. William Nassour, vice-president of the company, was very much gratified at this spirit of co-operation, and stated there was hardly a cosmetic company in Los Angeles which did not immediately offer the full facilities of its plant.

Practically the entire stock and much of the equipment was lost in the fire, the damage being close to \$100,000.00. The company was fully covered by insurance and the factory is already being rebuilt. While this work is going on, the Castilian products are being manufactured in three outside plants so that there will be no delay in ship-

#### Huntingford Line Still Made by Old Methods

All the modern equipment now on the market has not yet changed the manufacturing process of the Madam Huntingford line of cosmetics. For forty years these products have been made in an unhurried, old fashioned way, beaten by hand until the proper consistency is achieved. The company was recently purchased by Truman Bradley and his sister Elene, and it was necessary for them to agree not to change this method of production before Mme. Huntingford consented to sell.

The new owners have just moved into enlarged quarters at 600 S. Michigan Blvd., Chicago, which are completely modern in every detail without one piece of equipment. Before the Bradleys took over the line, it never had a salesman and had never been advertised, but plans are now being made to promote this line on a large scale.

#### **British Color Council Holds Color Display**

The British Color Council recently held an interesting display of color schemes which are to be in vogue this coming spring and summer-a display which is significant for the cosmetics industry, as both packs and make-up must follow in the train of color schemes in dress. The color groups displayed were "Chelsea Bouquet". the dominant color in which is the new Dahliar shade, Hyacinth Blues, and Sea Tones. Various flower

mauves and blues blend with dahlia. while the hyacinth blues are specially attractive in combination with Sunlight - a clear yellow - and Young Spruce-a pale very yellowish green.

The Council is giving assistance to various cosmetic houses in regard to suitable color combinations, especially in regard to colors for nail varnishes.

#### **Production Managers Adopt Constitution**

The adoption of a constitution, and the formulation of plans for enlarging the membership were the highlights of the meeting held

Wm. M. Bristol, Jr.

by the Production Managers Association on March 22 at the Palmer House, Chicago. This association. which is composed of leading production men in the food and drug industries, was organized two years ago to enable pro-

duction men to assist each other in the solution of their problems and set up standards of business practices.

Permanent headquarters will be established, and a monthly bulletin is to be distributed among the members containing information of interest and value to them. An intensive membership drive will soon be started and the association hopes to enroll at least one hundred new members.

The officers, who were all re-elected for another year are: William M. Bristol, Jr., Bristol-Myers Co., president; H. M. Bowman, Unit Packages, Inc., vice-president; H. F. Brownell, McKesson & Robbins Inc., treasurer.

#### Lightfoot Schultz and Nobio Win Trade Mark Decisions

The Examiner of Interferences in the United States Patent Office has rendered a decision to the effect that the trade-mark Sylk employed by Clairol, Inc., upon hair shampoos is confusingly similar to the trademark Silk-Life of Lightfoot Schultz Co., employed upon soaps suitable for use upon silk and that, therefore, Clairol, Inc., is not entitled to register its trademark.

The Commissioner of Patents has held in a late decision that the trademark Nobio of Nobio Products. Inc., is not an infringement of the letters B.O. used by Lever Brothers Co., in the advertising of its soaps, the goods of Nobio Products, Inc., being a liquid deodorant and those of Lever Brothers Co. being soaps having deodorant and antiseptic properties. The Commissioner of Patents in his decision states that Lever Brothers Co. has not employed the letters B O except as an abbreviation of the words "body odor," which obviously may be used by any dealer to describe the character of his merchandise, and, therefore, the difference between the trade-marks as well as the difference between the characteristics of the products are such that the word Nobio is not an infringement of the letters B O.

#### Helen Cornelius Now With Elizabeth Arden

Helen Cornelius, formerly associate editor and director of fashion services for Harper's Bazaar, has joined Elizabeth Arden as director of advertising, publicity and fashion promotional activities. Miss Cornelius is well equipped for her new position, having had much experience in promotion work, merchandising and display, and is well acquainted with retail stores throughout the country.

#### **Edna Arthur Appoints New Sales Directors**

Edna Arthur, Inc., of Hollywood, Calif., has appointed J. Barrett Palmer, founder of Gene Palmer, Inc., sales director for the southern territory, with headquarters at the Rice Hotel, Houston, Texas. Mr. Palmer recently resigned as western sales manager for D'Orsay.

Western sales director for the company is F. Jack Warren, formerly with Colgate Co. The Territory of Hawaii is under the direction of R. C. F. Schoen, with headquarters in the Royal Hawaian Hotel.

#### Cosmeticians Association Moves to New Offices

The American Cosmeticians National Association recently moved to new offices at 127 N. Dearborn St., Chicago, in suite 1308-1310.

#### Quantity Marking in North Dakota

A package containing a cosmetic must be conspicuously marked with the quantity of contents in terms of weight, measure or numerical count on the outside of the container or on the covering of the package usually delivered to the consumer. A bulletin on this regulation in effect under the North Dakota state cosmetic act has been sent to the trade. A package containing 1/2 ounce of cosmetic or less or one containing one fluid ounce of cosmetic or less is small and need not be marked in terms of weight or measure.



# E. N. ROWELL CO., INC. BATAVIA, NEW YORK

New York Office: SEWELL H. CORKRAN, 30 East 42nd Street
Chicago Office: HAROLD G. MacKAY, 444 West Grand Avenue
Hollywood, Cal., Office: C. H. E. DUNN, Guaranty Bldg., 6331 Hollywood Boulevard
Boston Office: H. P. TUCKER, 52 Chauncey Street
St. Louis Office: THE DICK DUNN CO., Merchandise Mart Bldg., 12th Blvd. & Spruce St.
Detroit Office: H. E. BROWN, 2842 West Grand Boulevard, 319 Curtis Building

Phone: MUrray Hill 2-3447
Phone: SUperior 1676
d Phone: Hollywood 0111
Phone: Hancock 0398
d. Phone: Central 3544
Phone: Trinity 2-0191

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#### Houbigant Ideals Expressed In Modern New Showroom

Houbigant, Inc., has opened a beautiful new showroom, entirely modern in design, at 539 W. 45th St., New York City. Designed by Vahan Hagopian, this room expresses the background and development of the company, and reflects the Houbigant ideals of perfumery and fashion.

Floral murals, painted on white sycamore by Bernard Lamotte, decorate the walls on either side, and their beauty is accentuated by special lighting effects. Built-in showcases around the room contain perfumes and other toiletries, and hidden showcases are directly below to avoid distractive elements. The green brown-gold furnishings contrast favorably with the elm burl and light sycamore panelling and furniture, and concealed illumination creates warm, inviting atmosphere in the room.

## W. J. Bush Completes 25 Years of U. S. Citrus Oil Production

W. J. Bush & Co.'s plant in National City, Cal., has just completed 25 years of steady growth. It was in the Spring of 1913 that the company began the production of cold pressed orange and lemon oils in California. It is the pioneer company in this work in the United States. Several times the plant had to be enlarged, and in a recent issue of the American Perjumer photographs of the latest expansion were shown. The company now makes lemon and orange oils, grapefruit and tangerine oils and the corresponding citrus juices. It has also done considerable work in apricot kernel oil and the essential oil of bitter almonds; and in collaboration with government authorities has done experimental work with geranium. The National City plant continues under the efficient management of K. W. Barrett and W. F. Bradley who is in charge of production.

#### Baker Extract to Be Acquired by Employees

Stockholders and directors of the Baker Extract Co., Springfield, Mass., on March 22, approved the purchase of their company by a group of employees, salesmen and executives, so that the concern might be kept in Springfield. The decision to end the trusteeship, under which the company had been operating since the death nine years ago of T. Walter Carman, long the principal owner, resulted from a rumored sale of the business to outside interests.

Recently a New York concern made an attractive offer for the entire business with the intention of moving it to New York City. To prevent this turn



OF CL

NEW HOUBIGANT SHOWROOM

of events, arrangement was made for transferring 97 per cent of the stock to persons in the establishment, thus assuring continued business in Springfield.

There will be no change in policy or organization, officials said. Present officers of the company are: president, Edward Kronvall; vice-president, Leland P. Symmes; treasurer, William J. Sunn, and secretary, Edward J. Shanley.

#### Phila. College of Pharmacy Opens Classrooms to Public

For the sixth time in as many years, the laboratories and classrooms of the Philadephia College of Pharmacy and Science were opened to the public April 8 and 9 to demonstrate the apparatus and equipment used in everyday instruction in the fields of pharmacy, bacteriology, biology, chemistry, and the sciences allied to public health.

#### Forty Radios and \$1,000 Daily Camay Soap Awards

Procter & Gamble, Cincinnati, Ohio, are awarding \$1,000 and 40 radios in 30 daily competitions which started March 28 in a contest to promote sales of Camay soap. The contest ends May 6.

#### Fritzsche Brothers, Inc. Open St. Louis Office

Due to the continued expansion of business in the midwest states, Fritzsche Brothers, Inc., New York, have opened a new branch office at 308 S. 4th St., St. Louis, Mo. Franc A. Barada, who has represented the company in that territory for many years, will be in charge of the new office, and a representative stock of es-

sential oils, aromatic chemicals, and other raw materials will be carried there.

#### Spitaleri Addresses College of Pharmacy

Frank Spitaleri, perfumer for the Felton Chemical Co., Brooklyn, N. Y., gave an interesting talk at the Brooklyn College of Pharmacy on March 24. He spoke on the subject of "The Application and Formulation of Perfumes in Brilliantines, Lipsticks and Mascaras."

#### Nathan Fretz of D. & O. Announces His Marriage

Nathan R. C. Fretz of the Dodge & Olcott Co., New York City, surprised his friends by announcing that he had taken unto himself a bride on March 19. The bride was formerly Miss Eunice Farnsworth Patten and the ceremony took place in the Chapel of the Collegiate Church of St. Nicholas, New York City. Mrs. Fretz, formerly of Skowhegan, Me., is the daughter of Roland T. Patten. secretary to Congressman Clyde H. Smith of Maine and formerly a newspaper editor and publisher. Mr. Fretz has been associated with the Dodge & Olcott Co. for a number of years as special representative for the products of Fabriques deLaire and other perfume materials handled by "D & O".

#### Miss McLeod Moves Into New Offices

Edyth Thornton McLeod announces the opening of her new office at 8 East 57th St., New York City. Miss McLeod specializes in cosmetic promotion, merchandizing, cosmetic sales representation and the production of fashion and beauty shows.

# HEINE&CO. NEW YORK

52-54 Cliff Street

Telephones BEekman 3-1535-1536



NATURAL & ARTIFICIAL

FLOWER PRODUCTS

AROMATIC CHEMICALS

AND ESSENTIAL OILS

#### Continental Elects New Officers

The Continental Can Co., Inc., New York, recently eleted the following officers: C. C. Conway, chairman of the board; O. C. Huffman, president; J. F. Hartlieb and S. J. Steele, executive vice-presidents; A. V. Crary, I. W. England, M. S. Huffman, F. J. O'Brien, F. G. Searle, J. S. Snelham, vice-presidents; J. B. Jeffress, Jr., secretary and treasurer; R. H. Alexander, assistant secretary and assistant treasurer: and L. R. Dodson, assistant secretary. F. G. Searle and F. J. O'Brien were also elected directors of the company to fill two vacancies on the board.

#### First Showing of Fritzsche Brothers' African Films

Fritzsche Brothers, Inc., New York City, presented its first public showing of Dr. Ernest Guenther's colored motion pictures, filmed during





F. H. Leonhardt

ardt Dr. E. Guenther

his recent survey of essential oil and spice production in Africa, on the evening of March 24. More than 150 customers and guests attended the presentation which was held at the New York Athletic Club.

Dr. Guenther, who is in charge of the company's Research Division and the author of many treatises on essential oils, prefaced his discussion of African oils with an explanation of the purposes of his annual trips abroad. He stated that Fritzsche Brothers, Inc., had inaugurated a long range program some twelve years ago for a most searching investigation of the production of essential oils and raw materials in various parts of the world. As these investigations proceeded, his sponsors became more and more convinced that the only way they could provide their customers with essential oils of unassailable quality was to supervise production at the source or operate their own extraction plant. The latter course was adopted with the establishment of their factory in Seillans. France.

Having covered practically all of the production centers of Europe, Dr. Guenther's investigations last year were

directed toward Africa. His films, all in natural color and beautifully photographed, covered the principal phases of his survey, as indicated by their titles:

1. Essential Oil Production in Morocco. 2. Essential Oil Production in Kenya Colony. 3. Zanzibar's Clove Industry. 4. Production of Vanilla, Cloves and Clove Oil in Madagascar. 5. Production of Ylang-Ylang and Pepper in Nossi-Bé. 6. Production of Oil of Geranium, Vetiver and Ylang-Ylang in Réunion Island.

At the close of his presentation, Dr. Guenther paid high tribute to F. H. Leonhardt, president, and the other executives of Fritzsche Brothers, Inc., not only for their foresight in having made these investigations possible, but for passing along their benefits to the trade in general through the publication of his articles. Refreshments were served at the conclusion of his talk.

#### Felton Opens West Coast Branch in Los Angeles

Felton Chemical Co., Brooklyn, N. Y., has opened a direct factory and sales branch at 4727 West Washington Blvd., Los Angeles. The entire building has been leased for a number of years, and in addition to offics and salesrooms, has been equipped to manufacture a number of the Felton products.

Robert E. Felton is in charge of sales in Los Angeles and Southern California, while Philip A. Weinrobe will cover San Francisco and the northern part of the state, in addition to Oregon and Washington. Both men have been associated with the Felton organization for many years and are thoroughly familiar with the problems and requirements of the perfume and flavor consuming industries.

#### New Distribution Policy for Peggy Sage Products

Peggy Sage nail polishes, which were formerly sold only in department stores and specialty shops, are now available to exclusive beauty salons. The company announced that this change in its policy was necessitated by an increasing demand for Peggy Sage polishes. The retail price has also been reduced.

#### All Women Representatives Sought End of Cosmetic Tax

Despite the fact that all five of the women representatives in the House fought together for the repeal of the tax on cosmetics and despite the pleading of Mark Eisner the 10 per cent tax on cosmetics was not eliminated when the matter came up

for disposal. The tax on toilet soap and dentifrices, tooth paste and mouth washes was repealed.

#### Chiris and Pilar Freres Merge—Leon Chiris in U. S.

In order to secure closer collaboration between the two companies, Etablissements Anfoine Chiris and Pilar Freres, both of Grasse,



Leon Chiris

France, have entered a reciprocal agreement by the exchange of shares. There will be one corporation but each company will operate as a separate organization. Francois Lageat, son of L. Lageat, manager of Pilar Freres. has been

appointed a member of the board of directors of Etablissements Antoine Chiris, Leon Chiris, chairman, arrived on the *Queen Mary* April 4 for a visit to the American branch.

#### **Butcher Represents Stokes** On Entire West Coast

L. H. Butcher Co., Los Angeles, who has represented the F. J. Stokes Machine Co., out of its San Francisco and other offices for a number of years, will now represent the company for the entire West Coast. C. F. Raphael, chief engineer of the Butcher company, recently visited the Stokes' offices in Philadelphia attending a sales conference of representatives and inspecting all the Stokes' equipment.

#### Sommers-Davis Co. Succeeds R. E. Tweed Co.

Sommers-Davis Co., has been organized with offices at 136 South 17th St., Philadelphia, Pa., as the successor of the R. E. Tweed Co., advertising agents. Howard G. Sommers and Laurence W. Davis, former partners of the R. E. Tweed Co., will continue to be associated as partners.

#### Revillon Promotional Tie-Up With French Motion Picture

An effective perfume promotion was arranged by Parfums Revillon with the theater in New York City which showed the French motion picture "Un Carnat de Bal". During the showing of the film, the theater was scented with the Revillon fragrance which bears the same name as the production, while the Revillon Freres window carried displays of the picture.

# ORRIS PRODUCTS

ombarel Freres

Oil Orris Florentine Concrete EXTRA

Absolute Oil Orris Florentine

Resinoid Orris

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Tombarel Freres is an important factor in the production of orris products, having specialized in this for many years.

The fine quality of their orris products is acknowledged the world over.

Although the price of orris root has advanced considerably they have anticipated their requirements and are in a position to offer orris products at very advantageous prices.

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New Products at International Beauty Show: Farel Destin Hand Cream from Hyman & Hyman; Bonne Bell Cleansing Pads and Cleansing Lotion; Sea Breeze Laboratories Hand Cream and Short Kut Before Shaving Lotion; and Beauty Products Dry-O-Scent Deodorant

#### New Cosmetics Introduced at International Beauty Show

New toilet preparations were featured by a number of exhibitors at the 1938 International Beauty Shop Owners convention and exhibition in the Hotel Pennsylvania, New York City, March 20 to 24. Among them were:

Dry-O-Scent, a new deodorant in tubes which is offered by Beauty Products, Denver, Colo., and which is to be sold only through beauty shops.

Pro Tip, a nail polish base to prevent nail tips from splitting introduced by the Theon Co., Inc., New York City. Four new nail polish shades were also shown.

A new rinse and shampoo in single dose tubes were offered by the Rapidol Distributing Corp., New York City. Lee Rever and Ted Challice represented the company.

Tuch-up, a product in eight shades for touching up the hair; not a dye, was offered by the Beauty Products Mfg. Co., New York. L. M. Schuer represented the company.

A corrective cleanser, cleansing pads and cleansing petals in sets and for use in the handbag were introduced by Bonne Bell, Inc., Cleveland, Ohio, G. B. Bell represented the company.

New salon type nail polishes were shown by the Northam Warren Corp., New York City, C. H. Briggs represented the company.

Glycerated polish remover pads and wax polishes were among the new items shown by La Cross, Newark, N. J. J. Casey represented the company.

A new wave set and hair conditioner was shown by the Parker Herbex Co., New York City.

Short Kut, a preparation to be used to fit the face for shaving with an electric razor was introduced by Sea Breeze Laboratories, Pittsburgh, Pa. A molded dispenser for hand lotions was also shown. Representatives were J. F. Weisbrod and L. P. Echtler.

There were about one hundred exhibitors. The lecture program covered matters of interest and among the speakers were Ruth D. Maurer and Mary Braden. A feature was an astrologist who brought her skill to bear on the problems of the industry. All told the meeting was very well attended and a success from every standpoint.

#### Many Interesting Discussions At Packaging Exposition

The Eighth Packaging Conference and Exposition was held at the Palmer House, Chicago, from March 22 to 25. The importance of packaging today is appreciated by all manufacturers of toilet preparations and this was evidenced by the large number of visitors at the various conference sessions. A very interesting and constructive program had been arranged by the committee, in which all phases of packaging were discussed.

On the afternoon of March 22, H. D. Payne of the Chicago Molded Products Corp., Chicago, delivered a paper on "Progress in Plastics" which covered the application of various plastic materials to packaging and discussed both new applications of old packaging materials and the packaging possibilities of recent discoveries in the plastics field. Oliver F. Benz, director of sales, Cellophane Division, E. I. duPont de Nemours & Co., Inc., presided at this session.

Other papers delivered in the Unit Packaging Division were "Packaging Research" by Everett Worthington of the American Can Co., New York, which dealt with the research work necessary before the production and introduction of a package; and "A Working Plan for Package Development" by Roland L. Baum of the United Drug Co., Boston, who outlined the basic rules necessary for the establishment and effective operation of a packaging committee.

At one of the sessions of the Packaging Machinery Division, where William J. Bristol, Jr., vice-president of the Bristol-Myers Co., New York, presided, a debate was held on the "Performance Standards for Packaging Machinery, Trial vs. Guarantee". R. D. Frick of the Campana Corp., Batavia, Ill., discussed the production man's viewpoint, while C. S. Schaeffer of Stokes & Smith Co., Philadelphia, gave the machinery builder's viewpoint.

## Peck Elected V. P. of The Aridor Co.

Robert G. Peck, Jr. has been elected vice-president of The Aridor Co., Chicago, to fill the vacancy caused by the resignation of R. Bruce MacFarlane, vice-president and sales manager. Mr. MacFarlane, who has been connected with the Aridor organization for six years, has joined the Anchor Hocking Glass Corp., Lancaster, Ohio.

Gilbert R. Barton, who was Aridor's Cleveland representative, has been transferred to the St. Louis office and will now cover Missouri and Iowa for the company. John J. Toffey, who represented Aridor in Cincinnati, will cover the states of Ohio and Kentucky.

Recently appointed Aridor agents include R. M. Stevenson of Detroit for eastern Michigan; and Ralph H. Johansen, of Package Supply Co., St. Paul, for the state of Minnesota.

#### Ganna Walska, Odeon Open Uptown Offices

Les Parfums Ganna Walska and Les Parfums Odeon have opened uptown offices at 347 Fifth Ave., New York City, where they occupy two rooms on the eighth floor. The showroom is attractively furnished and creates a cozy atmosphere. The complete line of the company's products, including many new packages are prominently displayed on built-in shelves on the side of the room. The new offices will be under the supervision of George Levy.

#### Williams Sales To Cover More Territory for Stokes

The Williams Sales Co., which has been representing the F. J. Stokes Machine Co. in Cincinnati and parts of Kentucky, has been appointed to cover all of Ohio and Kentucky, and parts of Indiana.



Inquiries regarding your manufacturing problems will receive prompt attention. Prices and other information will be furnished to manufacturers on request.

## Preparations to be applied to skin prior to exposure to sun

## SUN-TAN OILS

Acid Oleic Quinine Alkaloid Menthyl Salicylate Benzyl Salicylate

## SUN-TAN LOTIONS, Non-greasy

Quinine Bisulfate Chlorobutanol (Hydrous)

## SUN-TAN CREAMS

Lanum Anhydrous (Lanolin)
Acid Oleic
Quinine Alkaloid
Menthyl Salicylate

## Preparations to be applied to skin to relieve sunburn

## SUNBURN LOTIONS

Chlorobutanol
Acid Picric
Calamine
Acid Citric
Glycerin
Zine Sulfocarbolate

## SUNBURN CREAMS and OILS

Benzocaine Chlorobutanol Lanum Anhydrous (Lanolin) Petrolatum Liquid

# Preparations to produce sun-tan effect

## SUN-TAN POWDERS

Bismuth Oxychloride Calcium Carbonate Kaolin Colloidal Iron Oxide Brown Precip. Tale Zinc Oxide Zinc Stearate

Use these dependable Merck Chemicals of uniformly high quality in planning your production of up-to-date summer preparations.

# \* MERCK & CO. Inc. Manufacturing Chemists RAHWAY, N. J. \*

New York: 161 Sixth Avenue • Philadelphia: 916 Parrish Street • St. Louis: 4528 S. Broadway

In Canada: Merck & Co. Ltd., Montreal and Toronto

of

## British Industries Fair Held In London

The perfumery section of the 1938 British Industries Fair though far too poorly supported by British manufacturers to be really representative of the industry in Great Britain, nevertheless presented a far more pleasing and elegant appearance than did the section last year.

Among particularly attractive booths may be mentioned that of Potter and Moore, Ltd., who staged a display of their well-known "Mitcham Lavender" and other lines; and Zenobia, Ltd., who have introduced a new type of pack for perfumes and powders, made in glass, molded to special designs and painted to imitate flowers. These new packs were displayed to advantage on floral display stands.

Thomas Hedley and Co., Ltd., a subsidary of Procter & Gamble, had a display of soap, including their pleasing, geranium-scented, toilet soap. This firm, it is interesting to note, are erecting a new factory on the outskirts of London.

Gilot (Paris-London), Ltd., who are now manufacturing in Great Britain, showed their "Quelque Chose d'Elle" perfume, as well as other very attractive perfumes in packs having definite sales-appeal. This firm does good export trade with Canada, and may possibly develop trade with the States.

Other attractive displays were staged



POTTER & MOORE EXHIBIT

by the Hand and Nail Culture Institute, Ltd., John Gosnell & Co., Ltd., Mrs. Pomeroy, Ltd., Papier Poudré, Ltd., and other firms.

In the section devoted to Scientific Instruments, The Tintometer, Ltd., showed the latest improvements in their appliances for color measurement and standardization, in which the use of magnetic chucks for holding sample-containers in position represents the last word in efficiency.

In the raw material and supplies section, especially impressive were the exhibits of Imperial Chemical Industries, Ltd., demonstrating the manufacture of sodium bicarbonate, sodium carbonate, sodium hydroxide, ammonium chloride and calcium chloride, and of the Distillers Co., Ltd., illustrating the production of the industrial grades of alcohol from molasses. An important product shown by the latter firm, not hitherto manufactured in Great Britain, is poly-styrene. This "artificial glass" has high powers of resistance to acids and alkalies, and commends itself for use in the manufacture of cosmetic containers. Its water absorption is practically nil, and it can be pigmented or dyed.

W. J. Bush and Co., Ltd., had a display of their well-known synthetic and natural aromatic products, including vanillin, coumarin, amyl cinnamic alde-



W. J. BUSH & CO. EXHIBIT

hyde, cinnamic aldehyde, benzaldehyde, linalyl acetate, amyl salicylate, and numerous straight and terpeneless essential oils. A new compound, "Cresmone", for alcoholic perfumes, shown by the firm, is noteworthy.

## OBITUARY

## Eugene Gillespie

Eugene Gillespie, Southeastern representative for Magnus, Mabee & Reynard Inc., New York, died March 20 at his home in Atlanta, Ga. He was 51 years old and had been associated with Magnus. Mabee & Reynard for thirteen years.

## William Davis Ticknor

William Davis Ticknor, president and chairman of the board of directors of the Commercial Solvents Corp., New York, died March 24, at the age of 57 years.

Mr. Ticknor, who had been president of the Commercial Solvents organization since 1928, was also a director of the Corn Products Refining Co., the B. F. Goodrich Co., and American Machine and Metals Inc. He was a member of the Metropolitan Club, the Racquet and Tennis Club and the Brookline Country Club.

He leaves his wife, two sons, Ben-

jamin Holt Ticknor 2nd and William Davis Ticknor, Jr.; a brother, Benjamin Holt Ticknor, and two sisters, Miss Edith Ticknor and Mrs. James M. Hunnewell.

#### Jacob Gundlich

Jacob Gundlich, head of the accounting department of George Leuders & Co., New York, died March 22 at the age of 79 years. Mr. Gundlich, who was a native of Germany, came to the United States as a young man and joined the Lueders organization in 1887. In September 1937 he celebrated his fiftieth anniversary with the company, and this event was duly noted by the concern who presented him with a handsome gift in appreciation of his loyalty.

Surviving are his widow, a daughter and a son.

## **Kurt Walwer**

Kurt Walwer, vice-president and director of Pfaltz & Bauer, Inc., died suddenly at his office in the Empire State Bldg., New York City, March 9. Mr.

Walwer was 46 years old. He is survived by his wife, two sons and his mother.

Next to his family and his business, Mr. Walwer's fondest attachment was to activities of outdoor life. His favorite hobby was



Kurt Walwer

rowing. He was a member of the Viking Rowing Club.

Mr. Walwer was graduated from New York University and had been with Pfaltz & Bauer for many years. He became secretary of the company in 1922. In 1927 he became vicepresident and a director of the company. Mr. Walwer was also a vicepresident and director of the Calny Realty Co., and vice-president and director of the Coast Realty Corp.

Pfaltz & Bauer, Inc., feels that his death is a great loss and his valuable advice will be greatly missed.

#### Leon O. White

Leon O. White, vice-president and sales manager of the Albers Co., manufacturers of extracts, Richmond, Va., died on March 25. He was 43 years old. Mr. White was born in Henderson, N. C., and educated at Old Trinity College, Durham. He is survived by a son, Robert Joyner White, 9 years old, a brother, Herbert P. White, and two sisters. Mrs. C. L. Clark and Miss Lelia White.



# **Users of Stokes Powder Fillers**

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Typical Stokes 15-C Automatic Powder Filler. With Cap Feeding and Seating attachment that eliminated two operators and enabled Filler to be operated 70% faster.

Nationally-known products are packaged on Automatic Stokes 15-C Powder Fillers. Containers, as shown above, with delicate box coverings are packaged at 70 per minute, accurately and without spilling or wiping, by one operator. Those with friction caps are filled at more than 50 per minute with fewer operators because of the exclusive Stokes Cap Feeding and Seating attachment. For tooth or talcum powders in tins, for face powders in drums, for finished boxes . . . there is no faster, more compact, more flexible or cleaner unit than the Stokes 15-C Filler. This machine is modern, with completely housed working parts and simplified adjustments. It is quickly changed-over.

We build a simple semi-automatic machine also, designed to be converted to full-automatic operation when required, without sacrificing original investment.

Consult with us. State size and shape of container and production desired for specific recommendations.

One user says: "Our 15-C Filler, after two years' continuous service, is operating as perfectly as when first installed . . . no maintenance other than daily lubrication and cleaning."

Another: "Entirely satisfactory . . . easily and quickly adjusted . . . simple to operate . . . fills containers accurately, without spillage."

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5912 Tabor Road Olney P. O. Philadelphia, Pa.

Representatives in New York, Chicago, Cincinnati, St. Louis Pacific Coast Representative · L. H. Butcher Company, Inc.

PACKAGING EQUIPMENT



## HERE and THERE

- ▶ Louis A. Rosett, president of Florasynth Laboratories, Inc., New York, N. Y., accompanied by Mrs. Rossett, recently returned from an extended trip to Havana and Mexico. After visiting Florasynth Laboratories de Mexico, S. A. in Mexico City, Mr. and Mrs. Rosett toured Mexico by automobile and visited most of the principal cities of that country. After returning to New York, Mr. Rosett made a business trip to Los Angeles by airplane, stopping on the way back at the Florasynth branches in Chicago and Dallas.
- ▶ F. A. Leonhardt, president of Fritzsche Brothers Inc., New York, spent a few weeks last month vacationing in Miami Beach, Fla.
- F. Gladden Searle, vice-president in charge of sales, and Frank J. O'Brien, vice-president in charge of





F. G. Searle

F. J. O'Brien

manufacturing of the Continental Can Co. Inc., New York, were elected directors of the company on March 23.

- ▶ Percy C. Magnus, president of the New York Board of Trade and of Magnus, Mabee & Reynard Inc., was empowered by a congress of 38 associations to appoint a committee to formulate plans for a national campaign to oppose chain store legislation. The congress of associations adopted a resolution denouncing antichain store taxes.
- ► Mark Eisner, counsel for the Toilet Goods Association is now in Europe on business, and is expected to return early next month.
- ▶ Herbert I. Slifer, sales manager of the Dill Co., Norristown, Pa., recently sailed to Europe on an extended business trip.

- ▶ Northam Warren, president of the Northam Warren Corp., New York City and his son Northam Warren, Jr., are on a business and pleasure trip to Australia.
- ▶ Dr. Victor G. Fourman, chief chemist of Compagnie Parento, Inc., will address the cosmetology class conducted by Dr. Herman Goodman at the College of Pharmacy, Long Island University, on April 28. The subject of Dr. Fourman's lecture will be "The Perfuming of Saponified Creams and of Soaps."
- ▶ Robert Kramer of Th. Goldschmidt Corp., New York City, left March 26 by airplane for an extended trip through the middle west.
- ▶ T. H. Mallagh, F.C.S., M.P.S., of Mallagh & Co., London, returned on the *Montrose* sailing from Halifax March 18 after visits to the United States and Canada. Mr. Mallagh is an American and was educated in Pittsburgh. Prior to coming to the United States he made a tour of England in company with Rudolf Barfuss of Th. Muhlethaler, S. A. Nyon, Switzerland, for whom his company is British selling agent.
- ▶ Wheeler McMillen, president of National Farm Chemurgic Council and editorial director of The Country Home, has been elected a director and vice-president of The Chemical Foundation, Inc.
- ▶ C. H. E. Dunn, 6331 Hollywood Blvd., Los Angeles, Cal., has been appointed representative for the Los Angeles and Southern California territory by the New England Collapsible Tube Co.
- ▶ John A. Silver of the F. J. Stokes Machine Co., recently returned home after an extended busines strip to Europe where he visited the Stokes' representatives and studied changing business conditions.
- ▶ Sidney Austin has been appointed by Synfleur Scientific Laboratories, Inc., Monticello, N. Y. as its New England representative. Mr. Austin will make his headquarters in the New York offices of the company at 155 E. 44th St.

► Talmadge B. Tribble has been appointed general manager of the midwestern territory by Magnus, Mabee & Reynard, Inc., New York, and will



T. B. Tribble

make his headquarters at the Chicago office of the company at 444 W. Grand Ave. Several new salesmen have also been added to the staff there.

Mr. Tribble, who was formerly sales manager of the New York

division of Sharp & Dohme, Inc., is well known in the drug industry, and is an experienced sales executive, lecturer and author.

- ► S. L. Mayham, formerly editor of The American Perfumer, has become associated with the New York World's Fair as account executive for cosmetics.
- ▶ W. A. R. Welcke, vice-president and treasurer of Fritzsche Brothers, Inc., New York, and Mrs. Welcke returned early this month from a brief vacation to the West Indies.
- ▶ R. N. Houlihan of the Bridgeport Metal Goods Mfg. Co., Bridgeport, Conn. is recuperating from an operation for appendicitis.
- ▶ J. E. Young, Jr., of the firm of Thurston & Braidich has just returned from a vacation trip to Havana.
- ▶ Ed. Flynn of *Pictorial Review*, who was injured in an accident March 3 is recouperating satisfactorily. Early this month he was transferred from the hospital to his home.
- ▶ J. A. Reilly, for the last two years assistant sales manager of the soap department of the Colgate-Palmolive-Peet Co., has been appointed sales manager of the department in charge of sales and advertising.
- ▶ R. J. Swing, formerly associated with J. T. Baker Chemical Co. and General Chemical Co., has joined Pfaltz & Bauer, New York, and will be connected with the fine chemical department.

Charles Luckman, vice-president, will represent the Pepsodent Co., Chicago, Ill. in the Association of National Advertisers which it has recently joined.

## VELIZAR BAGAROFF · OTTO of ROSE

Velizar Bagaroff Otto of Rose is again available in all markets under his own label.

This quality product is especially worthy of your consideration.

Sole Agents for the United States: W. J. BUSH & CO., Inc., New York Sole Agents for Canada: W. J. BUSH & CO. (Canada) Ltd., Montreal, Canada

## OIL LAVENDER ALTITUDE

It costs more than inferior oils; - it's real Lavender.

Selected from the finest producing regions, representing the highest standard in quality, odor, uniformity.

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# **CANADIAN NEWS**

## Canadian Perfumers Appoint 1938 Convention Committees

Alex Burns has been appointed general chairman of the Canadian Perfumers convention to be held at Niagara Falls, June 6 and 7. Fred Whealy is vice-chairman and Dick Richardson is honorary chairman.

Members of the other committees are as follows: Entertainment and Dance: Dick Richardson, chairman, Hoyt Sheehan, Norman Dahl and Ted Reed; Golf: George Ringle, Perc. Layton and Lloyd Ward; Transportation: Fred Maywood, Toronto Division, and Fred Breeze, Montreal Division; Prizes: James Paterson, chairman, Herb Roden, Marvin Shaw and Harry Garlick; Registration: Jack Patterson, Bill Singer and F. D. Rivard.

This convention promises to be as enjoyable as previous meetings and special features of interest to the ladies will be arranged.

## Prof. DeWitt Guest at Perfumers' Meeting

Professor N. W. De-Witt of the University of Toronto, scholar and writer, was the guest speaker at the March luncheon meeting of the Canadian Perfumers held at the Royal York Hotel, Toronto. Professor DeWitt's address on "The Evolution of the Unintended" was warmly received, and he was heartily thanked by E. H. Waldruff, president of Louis K. Liggett Ltd., Toronto.

Vice-president Mike Carmichael was in the chair, and announced that Danny McManus had gone to Ottawa, and was being succeeded as Toronto representative of the Industrial Alcohol Division of Gooderham & Worts, Ltd., Toronto, by Alf Lindsay and Mr. Boyle. Charlie Stephens of the Dominion Paper Box Co., Toronto, introduced Stan Beal of the same company.

President Lloyd Linton, speaking briefly regarding the convention, said it

was definitely decided to hold it at Niagara Falls, urged everyone to make an attempt to be there. The date is June 6 and 7 and headquarters will be the General Brock Hotel. Chairman Carmichael urged members to let the committee have any suggestions they had for the convention program, and announced that this year the perfumers will have a spring golf tournament, or rather get-together. It is to be held in

May, and while it will not be a highly organized affair such as the annual fall tournament, it is expected there will be a large attendance.

## Canadian Distributors for Jane Seymour

S. H. Beardmore Agencies Ltd., Toronto, have been appointed sole Canadian distributors for the cosmetic line of Jane Seymour Ltd., London, England.

## **Bubblebath Sales Growing Rapidly**

Since its recent introduction to the trade, sales of Caresse Bubblebath have grown rapidly, following the success of similar foam bath preparations first introduced in Europe, then England and later the United States. This information is received from Maltby Bros. Sales Agency, Toronto, who are representatives for the Bubblebath Laboratories, Dunnville, Ontario.

It is stated that there has been built up by druggists a good volume of repeat business on this item. It is described as acting as a water softener, eliminating soapy deposits on the tub.

Drug Agencies, Ltd., Vancouver, were recently appointed British Columbia representatives.

## Major Gale Appointed United Sales Manager

According to recent announcement, Major Beecher R. Gale has been appointed sales manager of United Drug Company Ltd., Toronto. He joined the organization in 1912 and has spent the majority of his time with that company, particularly covering the Niagara Peninsula.

## National Drug Holds Annual Managers Meeting

The annual managers meeting of the National Drug and Chemical Co. of Canada Ltd. and affiliated companies took place recently at the Mount Royal Hotel, Montreal. The president, E. G. Jackson, was in the chair and after a short address turned the meeting over to C. H. Lander, vice-president and general manager.

## Lavo Products Appoints Western Selling Agents

Appointment of the Lockwood Agencies, Winnipeg, as Western selling agents for the Lavo Products. The Pas, Manitoba, has been announced. This line includes Lavo Waterless Soap, Hand Paste, Cleaner and Shampoo.

All Lavo products are sold with a guarantee of money refunded if 100 per cent satisfaction is not received. It is stated that these products are already enjoying wide sale in northern Manitoba where they were first introduced to the market.

## Free Deal In Mennen Products

Harold F. Ritchie & Co. Ltd., Sales Agents, Toronto, have announced a special free deal in Mennen products giving the retailer 8 1/3% extra profit.

On orders amounting to a dozen of any size item the retailer gets one free unit in the size of the product ordered. The deal applies to all products in the new Mennen list and went into effect on March 1.

## Merchandising Clinics at O. R. D. A. Convention in June

One of the important innovations which is being planned for this year's O. R. D. A. convention in Hamilton in June will be the introduction of a series of "merchandising clinics," according to an announcement by Fred Jacobs, secretary. He believes that these clinics will be of tremendous value and also that they will become a regular feature of O. R. D. A. conventions.

The idea will be to hold discussions on the merchandising of various departments in the store with certain members who have had particular success with those departments, leading the discussion.

## Rexall Team Wins Bowling Trophy

The Rexall bowling team won from the "Pharmo Sixty" bowling club of Toronto in a five team battle for the Garlick Trophy held recently.

# THESE MAY BE JUST THE BOOKS YOU NEED

PRODUCTION, MANUFACTURE AND APPLI-CATION OF PERFUMES OF ALL TYPES by William A. Poucher, Ph. C. New 5th Edition. Gives complete working knowledge of up-to-date perfume manufacture. Hundreds of valuable formulas with complete directions. Covers in full the methods of production of perfumes, their chemistry, odor analysis, selection for various purposes, and compounding from various materials. Complete monographs explain all the floral perfumes, giving for each one—the botanical varieties, odor classification, chemical composition, suggestions for compounding, the best compounding ingredients (bases, blenders, modifiers, fixers, florals, and aldehydes). Representative formulas for each perfume give you the widest choice of variations to meet every commercial need. Additional chapters give many new formulas for fancy perfumes, toilet waters. Illustrated. 426 pages ...... Price \$8.25 Postpaid

MODERN SOAP MAKING by Dr. E. G. Thomssen and C. R. Kemp The first entirely original American book on soap manufacture in 20 years. Thoroughly covers every phase of soap manufacture and glycerine recovery. Written by practical soap men, a truly practical book. Raw materials. Machinery and equipment. Soap making methods. Soap products. Glycerine recovery and refining. Recovery methods. Appendix containing all needed reference tables, constants of oils and fats, alkali values, conversion tables, U. S. Government specifications for various soap products, etc. 550 pages. Price \$7.75 Postpaid

FLAVORS AND ESSENCES by M. H. Gazan A new-type formula book. Gives brand-new formulas, most of which have never been published before. Each formula carefully tested. Each product is highly concentrated, very soluble, may be kept several years without change or deterioration. Except for a few, no equipment required. All raw materials obtainable in the open market. Every formula may be used freely by every purchaser of the book. Formulas are so new, so valuable, they offer a real commercial advantage—include fruit flavors and essences for manufacturers of confectionery, syrups, mineral waters, ice creams, custard powders, etc.; fruit ethers for boiled goods and sweets; wine flavors for distillers, confectioners, etc.; oil compounds, herbal extracts. Price \$10.20 Postpaid

COSMETIC DERMATOLOGY by Herman Goodman, M. D. 54 chapters covering the field from acne to vitamins and hormones. Price \$6.70 Postpaid

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## **REVIEWS OF TECHNICAL BOOKS**

☐ CHEMISTRY OF SYNTHETIC SURFACE COATINGS, by Wm. Krumfhaar. 200 pages. Size 6 x 9 inches. Reinhold Publishing Co., New York City. 1937. Price \$4.00.

While the text deals primarily with the generic term "paints", chapters on pigments and the chemistry of paints are particularly interesting.

More and more it seems that the toilet goods industry can find answers to its problems by consulting other fields. From this point of view, Krumbhaar's book might find application and use to cosmetic technicians.

M. G. DE N.

☐ MARKETING COSMETICS. S. L. Mayham. 5½ x 8 in. 230 Pages. McGraw-Hill Book Co. 1938. Price \$2.50.

This volume is the first devoted exclusively to merchandising cosmetics. An idea of its contents may be had from the twenty-three chapter headings: The Package, How Long Should the Line Be, Prices and Discounts, Price Maintenance, The Wholesaler, Retail Outlets, Choice of Retail Outlets, Department Store and Specialty Shop, The Drug Store, Chains and Syndicate Stores, The Beauty Shop, Demonstrations and Push Money, Magazine Advertising, The Radio, Local Advertising, Mail Promotions, The Theatre Promotion, Cosmetics and Fashions, Displays, The Advertising Agent, The Trade Association, Relations with the Government, What is the Market?

The chapters are short and readable and the subjects are necessarily treated in a general way. Eight chapters are devoted to the subject of advertising. The chapter on the Toilet Goods Association is an interesting resume of its work, especially that of the Board of Standards. In the chapter on Relations with the Government the excise taxes are discussed, the work of the Department of Commerce is briefly treated and the pending new food and drug act, the Robinson-Patman Act and the Federal Trade Commission are also given attention, as well as the Patent Office, the Bureau of Standards, the Post Office and the Tariff Commission

The foreword was written by H. Gregory Thomas, director of the Board of Standards of the Toilet Goods Association. In the preface the author says: "While the manufacturer was devoting his time to the difficulties of making goods there grew up in the cosmetic industry a body of merchandising and selling practices almost unique in modern merchandising. To call it a system would be potent flattery. It is rather a miscellany of methods, some good and many bad, under which the industry has struggled for many years." The book does not seek to correct these methods; rather it is presented as an aid in working under present conditions.

☐ WETTING & DETERGENCY, foreword by W. Clayton. Published by Chemical Publishing Co., of New York, Inc., New York City. 5½ by 8½ inches. 210 pages. Price \$6.00. 1937.

Fortunate for the scientific world, the British Section of the International Society of Leather Trades Chemists, has taken this novel method to present its combined papers read at the annual symposia. The Third Annual Symposium chose wetting phenomena as a subject of study. The papers presented together with the discussion of each, gives one an excellent study of both theoretical as well as practical application of these new materials.

To consider each paper as presented, in any review, would make it so lengthy that it would be difficult to publish it. To do this with 20 papers, would be impossible.

The chapters or papers of most interest to the toilet goods industry would be: Determination of Wetting Coefficients; Bartell Cell Technique; Chemistry of Wetting-out Agents; Wetting & Deflocculation; Wetting of Skin, Hides and Leather; Wetting of Pigments: Mechanism of Detergent Action; Solvent Action of Detergent Solutions; Some Aspects of the Action of the Newer Detergents; Some Factors in Detergency; Solubility of Organic Substances in Aqueous Soap Solutions. From this impressive list of papers, one can see that no cosmetic manufacturer of any size can afford to be without it.

This book is the most complete data seen by this reviewer on the subjects of detergency and wetting. It is up to date, and discussed throughout by eminent scientists. It is a distinct addition to the literature of the world.

M. G. DE N.

☐ THE HISTOLOGY OF THE HAIR, A<sub>4</sub> It Relates To Permanent Waving, by Norman C. Hillier, published by Hyman & Hyman Inc., New York City, 107 pages, spiral bound. Illustrated, 1937. Price \$3.50.

The author intends this book, apparently, for the hairdresser. All the material is presented in this light. Theory is discussed in the light of every day work.

Seventeen chapters discuss the technology of the permanent wave, in the light of the most scientific findings, such as those of Astbury and Speakman.

In chapter five, we find a complete discussion of the amount of curl that can be obtained in both fine and coarse hair, by using curlers of varying width. Coarse hair gives a curl on a larger circumference than fine hair. "If the hair is stretched around too small a circle during the steaming time, it will relax and contract more than the diameter of that curler, resulting in an uneven curl, as the curvature would be smaller than is necessary for a single wave."

In chapter 8, the author advises against an acid rinse after hair washing, prior to a permanent wave. Special treatment of hair shampooed with tar shampoo is given.

Chapter 13 reviews methods of waving abnormal hair. Hair dyed with non-metallic liquid dye, vegetable dye of henna type, metallic dye and bleached hair are discussed.

Part two of the book deals with the practical side of hair waving, more specifically with croquinole, spiral and the wireless methods of hair waving. Trade names are used, as they are in places throughout part I. The last 48 pages (only 107 in the book) are distinctly commercial.

This book is interesting reading, and in spite of the commercial nature of the last part, it will be helpful to operators of machines for permanent waving, and may be too, to technicians in the industry, especially those of competitive houses. The author is to be congratulated on the manner in which he presented highly technical facts, in a readily understandable manner. A difficult task for any technician. M. G. DE N.

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## NEW YORK MARKET

DEMAND for raw materials which go into the manufacture of cosmetics, toilet preparations, and perfumes continued to lag over the past month, but sentiment was somewhat better toward the close owing to the appearance of more inquiries for the Easter holiday trade.

While specialties and aromatic chemicals enjoyed a reasonably good sale at times, orders for essential oils were confined to small lots. The extended period of quietness in the latter group was accompanied by a further decline in values.

Developments in Europe seemed to have overshadowed all other market aspects both from financial and commercial standpoints which are always closely related. Local supply houses experienced difficulty in securing replacements on certain articles, and the movements of foreign exchanges made their cost very uncertain.

Weak French exchange eased the import cost of those articles quoted in francs. The value of the franc reached its lowest point and the future seems highly uncertain. Geranium oils were among the many articles affected and spot quotations were reduced quite sharply. Other articles including lavender and rosemary were easier.

Developments in Spain caused many to believe that the end of the civil war was not far distant. This it is pointed out would free a number of Spanish articles from influences dominant over a long period. A resumption of commercial contacts direct with the makers would certainly be welcome.

## Citrus Oils Unsettled

Dealers have been anxiously awaiting a seasonal upturn in the call for lemon, lime, and orange oils. Consumers of these products have been holding back owing to developments in securities and other commodities

as well as the uncertainty with regard to the future trend of the oils them-

No price movements were noted in California lemon. Italian oil was easier, however, owing to the more favorable prices quoted for shipment. There has been considerable talk of a Consortium being formed in Italy for the control of lemon oil exports and prices. Late advices indicated that nothing had been done along this line, and that it is not likely that anything will be accomplished which would affect this season's oil and business. Prices on lime oil have rarely been so low at this season of the year. Buying has been restricted, and in view of liberal offerings, the market generally continues to display a very unsettled tone.

## Clove Oil Steadier

Clove oil was steadier. The excessive competition which had been noted in February seems to have disappeared in view of late developments in the spice. Mace and nutmeg oils were meeting with a fair inquiry at times. Buying continued at a low level, however, and there were reports current to the effect that prices were being shaded in some quarters. There were more offerings of coriander though the situation was not as weak as the reports from some quarters seemed to indicate. The low prices heard in certain directions did not always apply to oil of suitable quality.

## Peppermint Declines

Wormseed, tansy, and erigeron were among the firm spots in the domestic oil group. Little wormseed of good quality is available in the country, and an improvement in export buying, which is very likely to develop at this time, would quickly force the oil to a higher level. The future of mint oils is regarded as highly uncertain in the face of developments over the past month. Hav-

ing already reached a low level in February peppermint registered further declines over the past month with comparatively little business having been reported.

Dealers have been advised that no change is contemplated in the shipping price of bergamot by the Consortium in Italy this season. Sales of this oil to all destinations have been very satisfactory, according to leading shippers.

## **Alcohol Prices Reduced**

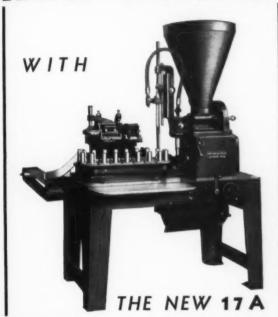
Outstanding in drugs and sundries was a reduction of two cents a gallon in ethyl and denatured alcohol prices, and an advance of a cent a pound in tartaric acid. News from Iran to the effect that the tragacanth importers syndicate had renewed its agreement for the control of prices and production with the government brought about renewed confidence on the part of tragacanth consumers here. Under these conditions, no price reductions can be expected for some time. In fact some importers in this market are of the opinion that certain grades will go higher as buying is resumed on a more normal scale.

## **Aromatic Chemicals**

Competitive conditions prevailed in the aromatic chemical market but manufacturers were in receipt of a satisfactory number of orders. A decidedly better inquiry developed toward the close of the month from consuming manufacturers in anticipation of a heavier retail demand for certain articles during the Easter holidays

Imports of coal-tar aromatic chemicals, perfume and flavor materials into the United States registered a sharp increase in 1937 according to preliminary statistics. Receipts over the past year reached 82,374 pounds with a value of \$123,095 in contrast to 34,772 pounds with a value of \$57,125 in 1936 and 22.115 pounds valued at \$44,739 in 1935.

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Sundries (Cont'd) Liquids (Cont'd

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Muscle Oil

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# PRICES in the NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OIL	.S		Laurel	6.50@	8.00	Clove 3.25@ 5.00
Al I Mrs III.	****	#2 F0	Lavender, French	2.75@	5.75	Coriender 40.00@
Almond Bit., per lb			Lemon, Italian			Geranium 8.00@ 12.50
S. P. A			Calif.			
Sweet True			Lemongrass	.45@	.95	Grapefruit 45.00@ 60.00
Apricot Kernel	.30@	.35	Limes, distilled			Sesquiter peneless 85.00@
Amber rectified	.48@	.55				Lavender 8.00@ 8.50
Ambrette(oz.)			expressed			Lemon 15.00@ 25.00
Amyris balsamifera	3.00@		Linaloe	1.20@	1.30	Lime, ex 54.00@ 72.00
Angelica root			Lovage	60.00@	70.00	Orange, sweet
seed						bitter 90.00@115.00
			Mace, distilled			
Anise, U. S. P.		1.20	Mandarin			Petitgrain 3.00@ 3.75
Aspic (spike) Span			Marjoram	6.30@	6.75	Rosemary 2.50@ 4.00
French	1.55@		Melissa	4.00@	4.25	Saga, Clary 90.00@
01 0			Mustard, Genuine		9.00	Vetivert, Java 35.00@
Balsam, Peru			artificial			Ylang-Ylang 28.00@ 35.00
Balsam, Tolu, oz	4.50@	4.75	Myrrn	-	2.00	
Basil (oz.)	2.40@	2.60			2.75	
Bay	1.55@	1.75	Myrtle	3.35@	3.75	DERIVATIVES AND CHEMICALS
Bergamot			Neroli, Bigarde, P	LIE MA	120.00	Deministration of the original
Birch, sweet	- 2					Acetaldehyde 50% 2.00@
		.18	Petale, extra			
Birchter, crude			Nutmeg	1.25@	1.35	Acetophenone 1.35@ 2.00
Birchter, rectified						Acetyl Iso-eugenol 7.50@ 8.00
Bois de Rose	1.55@	2.10	Olibanum		5.25	Alcohol C 8 16.00@ 20.00
0 1 11 5 0	440	EO	Orange, bitter	2.35@	2.65	C. 9 25.00@ 40.00
Cade, U. S. P			sweet, W. Indian	2.25@	2.50	C. 10 20.00@ 28.00
Cajeput			Italian	2.40@		C 11 17.50@ 22.00
Calamus	3.75@		Spanish			C 12 14.00@ 25.00
Camphor "white"	.19@	.23	Calif. exp	1.50@	1.75	Aldehyde C 8 25.00@ 30.00
Cananga, Java native		1.85				
rectified			Orris root, con. (oz.)	5.25@	5.50	
Caraway			Orris root, abs. (oz.)			C.10 38.00@ 55.00
			Orris Liquid	18.00@	25.00	C II 30.00@ 45.00
Cardamon, Ceylon				10.000		C.12 24.00@ 32.00
Cascarilla			Parsley			C 14 (so-called)\$13.00@
Cassia rectified, U. S. P			Patchouli		8.00	C 16 (so-called) 13.00@
Cedar leaf		1.00	Pennyroyal Amer.	1.65@	1.85	Amyl Acetate
Cedar wood	.24@	.26	French	1.50@	1.65	Amyl Butyrate 1.05@ 1.25
Cedrat	4.15@		Peppermint, natural	2.10@	2.25	Amyl Cinnamate 4.50@ 5.80
Celery	9.00@	12.00	redistilled			
Chamomile(oz.)			Petitgrain	1.15@		Amyl Cinnamate Aldehyde 2.00@ 3.50
Cherry laurel				2.35@		Amyl Formate 1.60@ 1.90
			French			Amyl Phenyl Acetate 3.00@ 5.55
Cinnamon			Pimento		6.00	Amyl Salicate
Citronella, Ceylon		.43	Pine cones	3.00@		Amyl Valerate 2.00@ 2.40
Java		.48	Pine needles, Siberia	1.00@	1.15	Anethol 1.30@ 1.70
Cloves Zanzibar		1.12	Pinus Sylvestris	1.45@	1.75	Anisic Aldehyde 3.00@ 3.25
Cognac	16.00@	20.00	Pumillonis	1.75@	1.90	
Copaiba		.62		-		Benzophenone 1.40@ 1.75
Coriander		25.00	Rhodium, Imitation	2.10@	3.25	F. F. C 1.55@ 1.90
Croton		1.45	Rose, Bulgaria (oz.)	5.50@	13.00	Benzophenone 1.45@ 1.75
Cubebs			Rosemary, French	.58@	.70	Benzyl Acetate
			Spanish	.55@	.70	Benzyl Alcohol
Cumin		8.50				Benzyl Benzoate
Curacoa peels		5.25	Sage	1.50@	1.85	Benzyl Butyrate 4.00@ 6.00
Curcuma			Sage, Clary		30.00	Benzyl Cinnamate 6.00@ 8.00
Cypress	12.00@		Sandalwood, East India	5.50@	6.00	Benzyl Formate 3.50@ 3.60
mall I			Australia	4.75@	5.75	
Dillseed	2.75@	3.75	Sassafras, natural	1.05@	1.40	
m1 .			artificial	.35@	.39	Benzylidenacetone 2.50@ 4.00
Elemi			Spearmint	1.65@	1.80	Borneol 1.75@ 2.00
Erigeron			Snake root	9.50@		Bornyl Acetate 1.50@ 5.00
Estragon				1.05@	1.25	Bromstyrol 3.85@ 4.50
Eucalyptus		.50	Spruce			Butyl Acetate
**	-		Styrax	5.75@	10.00	Butyl Propionate 2.00@
Fennel, Sweet	1.25@	1.30	Thyme, red	.90@	1.35	Butyricaldehyde 12.00@
Galbanum	15 000		White	.95@	1.40	
	13.00@			-		Carvene
Geranium, Rose	2/00	4 25	Valerian			Carvol 4.00@ 4.25
Algerian			Verbena	4.00@		Cinnamic Acid 3.75@ 4.50
Bourbon		3.75	Vetivert, Bourbon			Cinnamic Alcohol 2.90@ 3.40
Spanish			Java	10.00@	18.00	Cinnamic Aldehyde 1.25@ 2.00
Turkish		2.75	Wintergreen	3.35@	8.00	Cinnamyl Acetate 7.50@ 11.00
Ginger	7.75@	8.50			2 50	Cinnamyl Butyrate 12.00@ 14.00
Grapefruit		3.00	Wormseed			Cinnamyi Formate 13.00@
Conc.	24,000		Wormwood			Citral C. P 1.75@ 2.80
Guaiac (Wood)	2.75@	3.15	Ylang-Ylang, Manila	18.00@	24.00	Citronellal
	2.7500	0.10	Bourbon			
Hemlock	1.05@	1.25		40		
Hops(oz.)						Citronellyl Acetate 3.50@ 5.00
Hyssop			TERPENELESS OII	LS		Coumarin 3.00@ 3.50
	10.000	20.00				Cuminic Aldehyde 27.00@ 48.00
Juniper Berries	1.15@	1.35	Bay	3.25@	4.00	Dibutylphthalate
Juniper Wood		.60	Bergamot			(Continued on page 82)
	.300		vergemot	1.500		facilities on hade ort



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(Continued from pa	ge 80)		Styralyl Alcohol	15.00@	20.00	Paraffin
Diethylphthalate	.26@	.35	_			Petrolatum, white07@ .11
Dimethyl Anthranilate			Terpenyl Acetate	.80@		Potassium, Carbonate
Dimethyl Hydroquinone		3.50	Terpineol, C. P	.45@		83@85%
Dimethylphthalate			Thymol	1.55@		Caustic 88@92%
Diphenlymethane			and the same of th			88@92%
Diphenyloxide	.65@	.90	Vanillin (clove oil)			11/010x100 0.5.11
Ethyl Acetate	.30@	.50	(guaiacol)			
Ethyl Anthranilate	5.75@		Vetiveryl Acetate Violet Ketone Alpha		10.00	Quince seed
Ethyl Benzoate			Beta			0: 1 1
Ethyl Butyrate			Methyl			Rice starch
Ethyl Cinnamate			Very Very (mothed extent	LEAG	1.76	Rose leaves, red
Ethyl Propionate			Yara Yara (methyl ester)	1.50@	1.75	Nose water, din 4.75@ 5.00
Ethyl Salicylate			BEANS			Saliantia anid 400 45
Ethyl Vanillin	9.50@					Salicylic acid
Eucalyptol			Tonka Beans, Surinam	1.20@		Salt, works, ton 14.80@ 15.50
Eugenol	2.20@	3.00	Angostura	2.50@	2.75	Soap, neutral white19@ .23
Geraniol, dom	1.15@	2.85	Vanilla Beans			Sodium, Carb.
Geranyl Acetate			Mexican, whole			58% light, 100 pounds 1.35@ 2.35
Geranyl Butyrate			Mexican, cut			Hydroxide, 76% solid, 100
Geranyl Formate		7.00	Bourbon, whole	3.50@		pounds 2.60@ 3.75 Silicate, 40°, drums, works, 100
			South American	3.60@	3.85	pounds
Heliotropin, dom			CHAIRDIEC AND DE	1100		Spermaceti
foreign			SUNDRIES AND DR	065		Styrax
Hydratopic Aldehyde Hydroxycitronellal			Acetone	.043/4@	.061/4	Sulfur, precip
Tiperoxyemonomor	2.00@	0.00	Acid, muriatic, 18°, 100	1 500	0.45	
Indol, C. P (oz.)	1.90@		pounds	1.50@		Tartaric acid
Iso-borneol	2.30@		Sulfuric 66°, ton, drms Alcohol, 190-pf. gal	4.12@		Titanium oxide
Iso-butyl Acetate	2.00@		Almond meal	.21@		Tragacanth, No. 1 3.00@ 3.50
Iso-butyl Benzoate	2.75@ 2.75@		Aluminum chloride	.10@		Triethanolamine
Iso-eugenol	3.25@		Ambergris, ounce	23.00@	30.00	
Iso-safrol	2.00@		0.1	210	20	Venice turpentine, gal35@ .45
Parlial.	2.250	4 75	Balsam, Copaiba	.26@	.30	Violet flowers
Linelyl Acetate 90%	2.35@ 2.45@		Tolu	.80@ .48@	.50	
Linelyl Anthranilate		3.73	Beeswax, white	.37@	.40	Zinc oxide, U. S. P. bbls
Linalyl Benzoate			yellow	.26@	.29	Peroxide 1.10@ 1.75 Stearate
Linalyl Formate	9.00@	12.00	Bismuth sub-nitrate	1.13@	F0 00	31001010210020
Menthol, Japan	3.10@	3.25	Borax, crystals, carlot, ton Boric Acid, ton			
Synthetic	2.25@		2000 71010 1000 111111111111111111111111	20.00@		OUS AND EATS
Methyl Acetophenone	1.35@	2.10	Calamine	\$.16@	.20	OILS AND FATS
Methyl Anthranilate	2 250	2 75	0.11	46		
monthly Animannate		2.75	Calcium, phosphate	.08@	.083/4	Tallow N Y C extra \$ 053/6 @
Methyl Benzoate	.75@	1.75	Phosphate, tri-basic	.08@ .13@	.083/4	Tallow, N. Y. C. extra \$ .053/8 @
Methyl Benzoate	.75@ 3.25@	1.75 4.00	Phosphate, tri-besic	.13@ .55@	.15	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol	.75@ 3.25@ 3.50@	1.75 4.00 6.75	Phosphate, tri-besic Camphor	.13@ .55@ 16.00@	.15 .61 20.00	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptenone	.75@ 3.25@ 3.50@ 2.50@	1.75 4.00 6.75 4.50	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol	.13@ .55@ 16.00@ .75@	.15 .61 20.00 1.50	Grease white
Methyl Benzoate	.75@ 3.25@ 3.50@ 2.50@ 25.00@	1.75 4.00 6.75 4.50 28.00	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure	.13@ .55@ 16.00@ .75@ 1.90@	.61 20.00 1.50 2.15	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Iso-eugenol Methyl Octine Carbonate Methyl Octine Carbonate	.75@ 3.25@ 3.50@ 2.50@ 25.00@ 6.25@ 26.00@	1.75 4.00 6.75 4.50 28.00 11.50 32.00	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure Chalk, precip.	.13@ .55@ 16.00@ .75@ 1.90@	.15 .61 20.00 1.50	Grease white
Methyl Benzoate Methyl Cinnemate Methyl Eugenol Methyl Heptenone Methyl Heptine Carbonate Methyl Iso-eugenol Methyl Octine Carbonate Methyl Paracresol	.75@ 3.25@ 3.50@ 2.50@ 25.00@ 6.25@ 26.00@ 3.00@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, djn. Citric acid	.13@ .55@ 16.00@ .75@ 1.90@ .03½@ 4.75@	.61 20.00 1.50 2.15 .061/ <sub>2</sub>	Grease white
Methyl Benzoate Methyl Cinnemate Methyl Eugenol Methyl Heptenone Methyl Heptine Carbonate Methyl Iso-eugenol Methyl Octine Carbonate Methyl Octine Carbonate Methyl Paracresol Methyl Phenylacetate	.75@ 3.25@ 3.50@ 2.50@ 25.00@ 6.25@ 26.00@ 3.00@ 2.10@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce	.13@ .55@ 16.00@ .75@ 1.90@ .03½@ 4.75@ .24@ 5.50@	.15 .61 20.00 1.50 2.15 .061/ <sub>2</sub> 5.25 .241/ <sub>2</sub> 6.00	Grease white
Methyl Benzoate Methyl Cinnemate Methyl Eugenol Methyl Heptenone Methyl Heptine Carbonate Methyl Isoc-eugenol Methyl Octine Carbonate Methyl Paracresol Methyl Phenylacetate Methyl Salicylate Methyl Salicylate	.75@ 3.25@ 3.50@ 2.50@ 25.00@ 6.25@ 26.00@ 3.00@ 2.10@ .42@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal	.13@ .55@ 16.00@ .75@ 1.90@ .03½@ 4.75@ .24@ 5.50@ .07@	.15 .61 20.00 1.50 2.15 .061/ <sub>2</sub> 5.25 .241/ <sub>2</sub> 6.00 .15	Grease white
Methyl Benzoate Methyl Cinnemate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Iso-eugenol Methyl Octine Carbonate Methyl Paracresol Methyl Phenylacetate Methyl Phenylacetate Methyl Salicylate Musk Ambrette	.75@ 3.25@ 3.50@ 2.50@ 25.00@ 6.25@ 26.00@ 3.00@ 2.10@ .42@ 3.25@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75 .50 3.65	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din Citric acid Civet, ounce Clay, Colloidal Cocca butter lump	.13@ .55@ 16.00@ .75@ 1.90@ .03½@ 4.75@ .24@ 5.50@ .07@ .15@	.15 .61 20.00 1.50 2.15 .061/ <sub>2</sub> 5.25 .241/ <sub>2</sub> 6.00	Grease white
Methyl Benzoate Methyl Cinnemate Methyl Eugenol Methyl Heptenone Methyl Heptine Carbonate Methyl Iso-eugenol Methyl Jocine Carbonate Methyl Paracresol Methyl Phenylacetate Methyl Salicylate Musk Ambrette Ketone	.75@ 3.25@ 3.50@ 2.50@ 25.00@ 6.25@ 26.00@ 3.00@ 2.10@ .42@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal	.13@ .55@ 16.00@ .75@ 1.90@ .03½@ 4.75@ .24@ 5.50@ .07@	.15 .61 20.00 1.50 2.15 .061/ <sub>2</sub> 5.25 .241/ <sub>2</sub> 6.00 .15	Grease white
Methyl Benzoate Methyl Cinnemate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Iso-eugenol Methyl Octine Carbonate Methyl Paracresol Methyl Phenylacetate Methyl Salicylate Methyl Salicylate Musk Ambrette Ketone Xylene	.75@ 3.25@ 3.50@ 2.50@ 25.00@ 6.25@ 26.00@ 3.00@ 2.10@ .42@ 3.25@ 3.40@ 1.00@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75 .50 3.65 3.80 1.25	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocoa butter lump Cyclohexanol (Hexalin)	.13@ .55@ 16.00@ .75@ 1.90@ .03½@ 4.75@ .24@ 5.50@ .07@ .15@ .30@	.15 .61 20.00 1.50 2.15 .06 <sup>1</sup> / <sub>2</sub> 5.25 .24 <sup>1</sup> / <sub>2</sub> 6.00 .15	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Iso-eugenol Methyl Octine Carbonate Methyl Paracresol Methyl Paracresol Methyl Phenylacetate Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester)	.75@ 3.25@ 3.50@ 2.50@ 25.00@ 6.25@ 26.00@ 3.00@ 2.10@ .42@ 3.25@ 3.40@ 1.00@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75 .50 3.65 3.80	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din Citric acid Civet, ounce Clay, Colloidal Cocca butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton	.13@ .55@ 16.00@ .75@ 1.90@ .03½@ 4.75@ .24@ 5.50@ .07@ .15@ .30@	.15 .61 20.00 1.50 2.15 .06 <sup>1</sup> / <sub>2</sub> 5.25 .24 <sup>1</sup> / <sub>2</sub> 6.00 .15	Grease white
Methyl Benzoate Methyl Cinnemate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Iso-eugenol Methyl Octine Carbonate Methyl Paracresol Methyl Phenylacetate Methyl Salicylate Methyl Salicylate Musk Ambrette Ketone Xylene	.75@ 3.25@ 3.50@ 2.50@ 2.50@ 6.25@ 26.00@ 3.00@ 2.10@ .42@ 3.25@ 3.40@ 1.00@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75 .50 3.65 3.80 1.25	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocoa butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white	.13@ .55@ 16.00@ .75@ 1.90@ .03½@ 4.75@ .24@ .07@ .15@ .30@ 15.00@	.15 .61 20.00 1.50 2.15 .061/ <sub>2</sub> 5.25 .241/ <sub>2</sub> 6.00 .15 .25	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptine Carbonate Methyl Heptine Carbonate Methyl Society Carbonate Methyl Octine Carbonate Methyl Paracresol Methyl Phenylacetate Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate	.75@ 3.25@ 3.50@ 2.50@ 2.50@ 6.25@ 25.00@ 6.25@ 26.00@ 3.00@ 2.10@ 3.25@ 3.40@ 1.00@ 1.55@ .15@ 46.00@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75 .50 3.80 1.25 1.80	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocoa butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber	.13@ .55@ 16.00@ .75@ 1.90@ .031/2@ 4.75@ .24@ .5.50@ .15@ .30@ 15.00@	.15 .61 20.00 1.50 2.15 .06l/ <sub>2</sub> 5.25 .24l/ <sub>2</sub> 6.00 .15 .25	Grease white
Methyl Benzoete Methyl Cinnemate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Iso-eugenol Methyl Octine Carbonate Methyl Paracresol Methyl Paracresol Methyl Phenylacetate Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol	.75@ 3.25@ 3.50@ 2.50@ 2.50@ 6.25@ 25.00@ 6.25@ 26.00@ 3.00@ 2.10@ 3.25@ 3.40@ 1.00@ 1.55@ .15@ 46.00@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75 .50 3.80 1.25 1.80	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din Citric acid Civet, ounce Clay, Colloidal Cocoa butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam	.13@ .55@ 16.00@ .75@ 1.90@ .03½@ 4.75@ .24@ 5.50@ .15@ .30@ 15.00@	.15 .61 20.00 1.50 2.15 .06½, 5.25 .24½, 6.00 .15 .25 33.00	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptine Carbonate Methyl Heptine Carbonate Methyl Society Carbonate Methyl Octine Carbonate Methyl Paracresol Methyl Phenylacetate Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate	.75@ 3.25@ 3.50@ 2.50@ 2.50@ 6.25@ 25.00@ 6.25@ 26.00@ 3.00@ 2.10@ 3.25@ 3.40@ 1.00@ 1.55@ .15@ 46.00@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75 .50 3.80 1.25 1.80	Phosphate, tri-besic Camphor Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocca butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra	.13@ .55@ 16.00@ .75@ 1.90@ .03½@ 4.75@ .24@ .15@ .30@ 15.00@ .26@ .10¾@ 1.20@	.15 .61 20.00 1.50 2.15 .06½ 5.25 2.4½ 6.00 .15 .25	Grease white
Methyl Benzoate Methyl Cinnemate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Iso-eugenol Methyl Octine Carbonate Methyl Peracresol Methyl Phenylacetate Methyl Phenylacetate Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate Paracresol Acetate Paracresol Methyl Ether	.75@ 3.25@ 2.50@ 2.50@ 2.50@ 2.50@ 3.00@ 3.00@ 3.25@ 3.40@ 1.00@ 1.55@ 46.00@ 35.00@ 3.60@ 2.50@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75 3.65 3.80 1.25 1.80 48.00 40.00 5.25 3.50	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocoa butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum galbanum	.13@ .55@ 16.00@ .75@ 1.90@ .031/2@ 4.75@ .24@ 5.50@ .15@ .30@ 15.00@ .26@ .103/4@ 1.20@ .20@ .90@	.15 .61 20.00 1.50 2.15 .06½ 5.25 .24½ 6.00 .15 .25	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Hoptenone Methyl Octine Carbonate Methyl Octine Carbonate Methyl Paracresol Methyl Phenylacetate Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate  Paracresol Acetate Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Phenyl-Acetate	.75@ 3.25@ 2.50@ 2.50@ 2.50@ 2.50@ 2.10@ 2.10@ 2.10@ 1.55@ 1.50@ 3.50@ 3.50@ 3.50@ 3.50@ 3.50@	1.75 4.00 6.75 4.50 28.00 32.00 5.25 2.75 .50 3.65 1.25 1.80 48.00 40.00 5.25 3.50 1.20	Phosphate, tri-besic Camphor Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocca butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra	.13@ .55@ 16.00@ .75@ 1.90@ .03½@ 4.75@ .24@ .15@ .30@ 15.00@ .26@ .10¾@ 1.20@	.15 .61 20.00 1.50 2.15 .06½ 5.25 2.4½ 6.00 .15 .25	Grease white
Methyl Benzoate Methyl Cinnemate Methyl Cinnemate Methyl Heptenone Methyl Heptenone Methyl Heptenone Methyl Sio-eugenol Methyl Octine Carbonate Methyl Paracresol Methyl Penzoate Methyl Salicylate Methyl Salicylate Methyl Salicylate Methyl Selicylate Methyl Selicylate Methyl Salicylate Methyl Salicylate Methyl Salicylate Mothyl Salicylate Methyl Salicylate Methyl Salicylate Methyl Salicylate Methyl Salicylate Aparacresol Acetate Paracresol Acetate Paracresol Methyl Ether Paracresol Phenyl-Acetate Para Cymene (gal.)	.75@ 3.25@ 2.50@ 2.50@ 2.50@ 2.50@ 2.50@ 3.00@ 2.10@ 3.25@ 3.40@ 1.55@ .15@ 46.00@ 3.60@ 3.60@ 3.60@ 3.60@ 2.50@ 7.50@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75 .50 3.65 3.80 1.25 1.80 48.00 40.00 5.25 3.50 1.25	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocoa butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum galbanum	.13@ .55@ 16.00@ .75@ 1.90@ .031/2@ 4.75@ .24@ 5.50@ .15@ .30@ 15.00@ .26@ .103/4@ 1.20@ .20@ .90@	.15 .61 20.00 1.50 2.15 .06½ 5.25 .24½ 6.00 .15 .25	Grease white
Methyl Benzoate Methyl Cinnemate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Iso-eugenol Methyl Octine Carbonate Methyl Peracresol Methyl Phenylacetate Methyl Phenylacetate Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate Paracresol Acetate Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Phenyl-Acetate Para Cymene (gal.) Phenylacetaldehyde 50%	.75@ 3.25@ 2.50@ 2.50@ 2.50@ 2.50@ 3.00@ 2.10@ 3.25@ 3.40@ 1.00@ 1.55@ 1.55@ 3.60@ 2.50@ 3.60@ 2.50@ 2.50@ 2.25@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75 3.65 3.80 1.25 1.80 48.00 40.00 5.25 3.50 1.25	Phosphate, tri-besic Camphor Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocoa butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum galbanum Gum myrhh	.13@ .150@ 16.00@ .75@ 1.90@ .031/2@ .24@ .5.50@ .15@ .30@ 15.00@ .26@ .103/4@ 1.20@ .90@ .36@	.15 .61 20.00 1.50 2.15 .06½/ 5.25 2.4½/ 6.00 .15 .25 33.00 .28 .12 1.45 .28 1.05	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl So-eugenol Methyl Octine Carbonate Methyl Paracresol Methyl Paracresol Methyl Paracresol Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate  Paracresol Acetate Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Phenyl-Acetate Para Cymene (gal.) Phenylacetaldehyde 50% 100%	.75@ 3.25@ 2.50@ 2.50@ 2.50@ 2.50@ 2.50@ 3.00@ 2.10@ 3.25@ 3.40@ 1.55@ .15@ 46.00@ 3.60@ 3.60@ 3.60@ 3.60@ 2.50@ 7.50@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75 .50 3.65 3.80 1.25 1.80 48.00 40.00 5.25 3.50 1.25	Phosphate, tri-besic Camphor Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din Citric acid Civet, ounce Clay, Colloidal Cocoa butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum galbanum Gum myrhh Henna, powd. Hydrogen peroxide	.13@ .15@ 16.00@ 16.00@ .75@ 1.90@ .03½/2@ .24@ .5.50@ .15@ .30@ .15@ .26@ .10¼(@ 1.20@ .20@ .30@ .30@	.15 .61 20.00 1.50 2.15 .061/2 5.25 .244/2 6.00 .15 .25 33.00 .28 .12 1.45 .28 1.05 .40	Grease white
Methyl Benzoate Methyl Cinnemate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Heptenone Methyl Iso-eugenol Methyl Octine Carbonate Methyl Phenylacetate Methyl Phenylacetate Methyl Phenylacetate Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate Paracresol Acetate Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Phenyl-Acetate Para Cymene (gal.) Phenylacetaldehyde 50% 100% Phenylacetic Acid Phenylactic Acid	.75@ 3.25@@ 2.50@@ 2.50@@ 2.50@@ 2.50@@ 2.10@@ 3.00@ 2.10@@ 3.25@@ 1.55@@ 1.55@@ 2.50@ 2.50@ 2.50@ 2.50@ 2.50@ 2.25@ 2.25@ 2.95@	1.75 4.00 6.75 4.50 28.00 11.50 3.2.00 5.25 2.75 3.65 3.80 1.25 1.80 48.00 40.00 5.25 3.50 11.65 4.75 8.50 4.00 4.00	Phosphate, tri-besic Camphor Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocoa butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum galbanum Gum myrhh Henna, powd.	.13@ .55@ 1.50@ .75@ 1.90@ .03½@ 4.75@ .24@ .5.50@ .15@ .30@ 15.00@ .26@ .10¾@ 1.20@ .20@ .90@ .36@	.15 .61 20.00 1.50 2.15 .06½ 5.25 24½ 6.00 .15 .25	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Heptenone Methyl So-eugenol Methyl Octine Carbonate Methyl Paracresol Methyl Paracresol Methyl Paracresol Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate  Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Phenyl-Acetate Para Cymene (gal.) Phenylacetic Acid Phenylethyl Acetate Phenylethyl Acetate Phenylethyl Acetate	.75@ 3.25@@ 2.50@ 2.50@@ 2.50@@ 2.10@@ 2.10@@ 2.10@@ 1.55@@ 1.50@ 1.55@ 3.50@@ 2.50@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75 3.65 3.80 1.25 1.80 48.00 40.00 5.25 3.50 4.75 8.50 4.75 8.50	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocoa butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum galbanum Gum myrhh Henna, powd. Hydrogen peroxide Kaolin	.13@ .55@ 1.50@ 1.90@ .03½@ 4.75@ 2.24@ 5.50@ .15@ .30@ 15.00@ .26@ .10¾@ 1.20@ .36@ .12@ .05@	.15 .61 20.00 1.50 2.15 .06½ 5.25 2.24½ 6.00 .15 .25 33.00 .28 .12 1.45 .28 1.05 .40	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Heptenone Methyl Boseugenol Methyl Octine Carbonate Methyl Paracresol Methyl Paracresol Methyl Paracresol Methyl Phenylacetate Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate Paracresol Methyl Ether Paracresol Acetate Paracresol Methyl Ether Paracresol Phenyl-Acetate Para Cymene (gal.) Phenylacetic Acid Phenylatyl Alcetate Phenylethyl Alcetate Phenylethyl Alcetal	.75@ 3.25@@ 2.50@@ 2.50@@ 2.50@@ 2.50@@ 2.10@@ 3.25@@ 3.25@@ 3.25@@ 1.00@ 1.55@@ 1.56@ 3.60@ 2.50@@ 1.25@@ 1.25@@ 2.25@@ 2.25@@ 2.25@@ 2.95@@ 1.00@	1.75 4.00 6.75 4.50 28.00 5.25 2.75 .50 3.65 3.80 1.25 1.80 48.00 48.00 5.25 3.50 48.00 5.25 4.75 8.50 4.00 5.25 4.75 4.75 8.50	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din Citric acid Civet, ounce Clay, Colloidal Cocca butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum gelbanum Gum myrhh Henna, powd. Hydrogen peroxide Kaolin Labdanum	.13@ .55@ 1.50@ 1.50@ .75@ 1.90@ .03½@ 4.75@ .24@ .5.50@ .15@ .30@ 15.00@ .26@ .10¼@ .1.20@ .20@ .36@ .36@ .33@ .325@	.15 .61 20.00 1.50 2.15 .061/2 5.25 2.241/2 6.00 .15 .25 33.00 .28 .12 1.45 .28 1.05 .40 .15	Grease white
Methyl Benzoate Methyl Cinnemate Methyl Cinnemate Methyl Hegenol Methyl Heptine Carbonate Methyl Heptine Carbonate Methyl Siloseugenol Methyl Peracresol Methyl Phenylacetate Methyl Phenylacetate Methyl Phenylacetate Methyl Phenylacetate Methyl Phenylacetate Methyl Phenylacetate Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate Paracresol Acetate Paracresol Acetate Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Phenyl-Acetate Para Cymene (gal.) Phenylacetic Acid Phenylacetic Acid Phenylethyl Alcohol Phenylethyl Alcohol Phenylethyl Anthranilate Phenylethyl Butyrate	.75@ 3.25@@ 2.50@@ 2.50@@ 2.50@@ 2.50@@ 2.10@@ 3.00@ 2.10@@ 3.25@@ 3.40@@ 1.55@@ 1.50@ 2.50@@ 2.50@@ 2.50@@ 2.75@@ 2.75@@ 2.75@@ 2.75@@ 2.75@@ 2.75@@ 2.75@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75 .50 3.65 3.80 1.25 1.80 48.00 40.00 5.25 3.50 11.65 4.75 8.50 4.00 4.00	Phosphate, tri-besic Camphor Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry leurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocca butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum gelbanum Gum myrhh Henna, powd. Hydrogen peroxide Kaolin Labdanum Lanolin, hydrous	.13@ .55@ .55@ .6.00@ .75@ .1.90@ .03½@ .24@ .1.50@ .24@ .1.50@ .26@ .1.50@ .26@ .1.20@ .20@ .20@ .20@ .36@ .1.20@ .05@ .03@ .3.25@ .1.7@ .05@ .1.7@	.15 .61 20.00 1.50 2.15 .06½ 5.25 6.00 .15 .25 33.00 .28 .12 1.45 .28 1.05 .40 .15 .08	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Heptenone Methyl So-eugenol Methyl Octine Carbonate Methyl Paracresol Methyl Paracresol Methyl Paracresol Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Phenyl-Acetate Para Cymene (gal.) Phenylacetic Acid Phenylethyl Acetate Phenylethyl Acetate Phenylethyl Alcohol Phenylethyl Alcohol Phenylethyl Butyrate Phenylethyl Formate	.75@ 3.25@@ 2.50@@ 2.50@@ 2.50@@ 2.50@@ 2.10@@ 3.00@ 2.10@@ 3.25@@ 3.40@@ 1.55@@ 1.50@ 2.50@@ 2.50@@ 2.50@@ 2.75@@ 2.75@@ 2.75@@ 2.75@@ 2.75@@ 2.75@@ 2.75@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.75 .50 3.65 3.80 1.25 1.80 48.00 40.00 5.25 3.50 11.65 4.75 8.50 4.00 4.00	Phosphate, tri-besic Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din Citric acid Civet, ounce Clay, Colloidal Cocoa butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum galbanum Gum myrhh Henna, powd. Hydrogen peroxide Kaolin Labdanum Lanolin, hydrous anhydrous	.13@ .15@ 16.00@ 16.00@ .75@ 1.90@ .03½@ 4.75@ .24@ 5.50@ .15@ .30@ 15.00@ .26@ .10¾@ 1.20@ .36@ .12@ .05@ .03@ 3.25@ .17@ .20@	.15 20.00 1.50 2.15 .061/2 5.25 2.241/2 6.00 .15 .25 33.00 .28 .12 1.45 .28 1.05 .40 .15 .08	Grease white
Methyl Benzoate Methyl Cinnemate Methyl Cinnemate Methyl Hegenol Methyl Heptine Carbonate Methyl Heptine Carbonate Methyl Siloseugenol Methyl Peracresol Methyl Phenylacetate Methyl Phenylacetate Methyl Phenylacetate Methyl Phenylacetate Methyl Phenylacetate Methyl Phenylacetate Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate Paracresol Acetate Paracresol Acetate Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Phenyl-Acetate Para Cymene (gal.) Phenylacetic Acid Phenylacetic Acid Phenylethyl Alcohol Phenylethyl Alcohol Phenylethyl Anthranilate Phenylethyl Butyrate	75@ 3.25@@ 2.50@@ 2.50@@ 2.50@@ 2.50@@ 2.10@@ 2.10@@ 3.25@@ 3.00@@ 1.00@ 1.55@@ 1.56@ 3.60@ 2.50@@ 2.25@@ 2	1.75 4.00 6.75 4.50 28.00 52.50 32.00 52.75 .50 3.65 1.25 1.80 48.00 40.00 5.25 3.50 12.00 11.60 4.75 4.75 4.75 4.75 4.75 4.75 4.75 4.75	Phosphate, tri-besic Camphor Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocca butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum gelbanum Gum myrhh Henna, powd. Hydrogen peroxide Kaolin Labdanum Lanolin, hydrous anhydrous Magnesium, Carbonate	.13@ .55@ .55@ .55@ .75@ .190@ .03½@ .24@ .15@ .30@ .15@ .26@ .10½@ .26@ .10½@ .20@ .90@ .36@ .12@ .05@ .05@ .12@ .05@ .05@ .17@ .20@ .05@ .05@ .05@ .05@ .05@ .05@ .05@ .0	.15 .61 20.00 1.50 2.15 .06½/ 5.25 24½/ 6.00 .15 .25 33.00 .28 .12 1.45 .28 1.05 .40 .15 .08	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Hoptenone Methyl Octine Carbonate Methyl Octine Carbonate Methyl Paracresol Methyl Paracresol Methyl Salicylate Musk Ambrett Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Penyl-Acetate Para Cymene (gal.) Phenylacetaldehyde 50% 100% Phenylacetic Acid Phenylethyl Acetate Phenylethyl Alcohol Phenylethyl Alcohol Phenylethyl Alcohol Phenylethyl Butyrate Phenylethyl Formate Phenylethyl Propionate Phenylethyl Propionate Phenylethyl Propionate Phenylethyl Propionate Phenylethyl Popel.	75@ 3.25@@ 2.50@ 2.50@@ 2.50@@ 2.10@@ 2.10@@ 2.10@@ 1.55@@ 1.55@@ 1.56@@ 2.50@@ 2.50@@ 2.50@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 1.25@@	1.75 4.00 6.75 4.50 28.00 52.55 2.75 .50 3.65 1.25 1.80 48.00 40.00 5.25 3.50 12.00 11.65 4.75 4.75 4.75 4.75 4.75 4.75 4.75 4.7	Phosphate, tri-besic Camphor Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocoa butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum galbanum Gum myrhh Henna, powd. Hydrogen peroxide Kaolin Labdanum Lanolin, hydrous anhydrous Magnesium, Carbonate Stearate	.13@ .55@ 1.50@ 1.50@ 1.75@ 1.90@ .03½/@ 4.75@ .24@ 5.50@ .15@ .30@ 15.00@ .26@ .10¾/@ 1.20@ .36@ .12@ .05@ .03@ 3.25@ .17@ .20@ .17@ .20@	.15 .61 20.00 1.50 2.15 .06½ 5.25 24½ 6.00 .15 .25 33.00 .28 .12 1.45 .28 1.05 .40 .15 .08	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Heptenone Methyl Boseugenol Methyl Octine Carbonate Methyl Paracresol Methyl Paracresol Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate Paracresol Acetate Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Phenyl-Acetate Para Cymene (gal.) Phenylacetic Acid Phenylethyl Alcehol Phenylethyl Alcehol Phenylethyl Butyrate Phenylethyl Butyrate Phenylethyl Butyrate Phenylethyl Propionate Phenylylpropyl Acet. Phenylpropyl Acet.	75@ 3.25@@ 2.50@@ 2.50@@ 2.50@@ 2.10@@ 2.10@@ 2.10@@ 3.25@@ 3.25@@ 1.00@ 1.55@@ 1.56@ 1.55@@ 1.25@@ 2.25@@	1.75 4.00 4.75 4.50 28.00 5.25 2.75 .50 3.65 3.80 1.25 1.80 48.00 48.00 5.25 3.50 1.65 4.75 4.70 1.65 4.70 1.65 4.70 1.65 4.70 1.65 4.70 1.60 1.00 18.00 9.75	Phosphate, tri-besic Camphor Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocca butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum gelbanum Gum myrhh Henna, powd. Hydrogen peroxide Kaolin Labdanum Lanolin, hydrous anhydrous Magnesium, Carbonate	.13@ .55@ 1.50@ 1.50@ 1.75@ 1.90@ .03½/@ 4.75@ .24@ 5.50@ .15@ .30@ 15.00@ .26@ .10¾/@ 1.20@ .36@ .12@ .05@ .03@ 3.25@ .17@ .20@ .17@ .20@	.15 .61 20.00 1.50 2.15 .06½ 5.25 24½ 6.00 .15 .25 33.00 .28 .12 1.45 .28 1.05 .40 .15 .08	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Heptenone Methyl So-eugenol Methyl Octine Carbonate Methyl Paracresol Methyl Paracresol Methyl Paracresol Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Phenyl-Acetate Para Cymene (gal.) Phenylacetic Acid Phenylethyl Alcehol Phenylethyl Alcehol Phenylethyl Butyrate Phenylethyl Butyrate Phenylethyl Butyrate Phenylethyl Propionate Phenylypropyl Alcehol Phenylpropyl Acet. Phenylpropyl Alcehol Phenylpropyl Alcehol Phenylpropyl Alcehol Phenylpropyl Alcehol Phenylpropyl Alcehol Phenylpropyl Alcehol	75@ 3.25@@ 2.50@@ 2.50@@ 2.50@@ 2.10@@ 2.10@@ 2.10@@ 3.25@@ 3.00@@ 1.55@@ 1.50@ 1.55@@ 1.50@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 2.25@@ 1.25@@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.7550 3.65 3.80 1.25 1.80 48.00 48.00 5.25 3.50 1.65 4.75 4.70 1.65 4.75 1.00 1.65 4.75 1.00 1.00 18.00 9.75	Phosphate, tri-besic Camphor Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocoa butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum galbanum Gum myrhh Henna, powd. Hydrogen peroxide Kaolin Labdanum Lanolin, hydrous anhydrous Magnesium, Carbonate Stearate Musk, ounce	.13@ .55@ .55@ .6.00@ .75@ .24@ .15@ .30@ .26@ .15@ .30@ .26@ .26@ .26@ .26@ .26@ .26@ .26@ .20@ .20@ .20@ .20@ .20@ .20@ .17@ .20@ .20@ .17@ .20@ .17@ .20@ .17@ .20@ .19@ .19@ .16.00@	.15 .61 20.00 1.50 2.15 .06½/ 5.25 24½/ 6.00 .15 .25 33.00 .28 .12 1.45 .28 1.05 .40 .15 .08	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Heptenone Methyl Boseugenol Methyl Octine Carbonate Methyl Paracresol Methyl Paracresol Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate Paracresol Acetate Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Phenyl-Acetate Para Cymene (gal.) Phenylacetic Acid Phenylethyl Alcehol Phenylethyl Alcehol Phenylethyl Butyrate Phenylethyl Butyrate Phenylethyl Butyrate Phenylethyl Propionate Phenylylpropyl Acet. Phenylpropyl Acet.	75@ 3.25@@ 2.50@@ 2.50@@ 2.50@@ 2.10@@ 2.10@@ 2.10@@ 3.25@@ 3.25@@ 1.00@ 1.55@@ 1.56@ 1.55@@ 1.25@@ 2.25@@	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.7550 3.65 3.80 1.25 1.80 48.00 48.00 5.25 3.50 1.65 4.75 4.70 1.65 4.75 1.00 1.65 4.75 1.00 1.00 18.00 9.75	Phosphate, tri-besic Camphor Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocoa butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum galbanum Gum myrhh Henna, powd. Hydrogen peroxide Kaolin Labdanum Lanolin, hydrous anhydrous Magnesium, Carbonate Stearate	.13@ .55@ .55@ .6.00@ .75@ .24@ .15@ .30@ .26@ .15@ .30@ .26@ .26@ .26@ .26@ .26@ .26@ .26@ .20@ .20@ .20@ .20@ .20@ .20@ .17@ .20@ .20@ .17@ .20@ .17@ .20@ .17@ .20@ .19@ .19@ .16.00@	.15 .61 20.00 1.50 2.15 .06½ 5.25 24½ 6.00 .15 .25 33.00 .28 .12 1.45 .28 1.05 .40 .15 .08	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Heptenone Methyl Biso-eugenol Methyl Octine Carbonate Methyl Paracresol Methyl Phenylacetate Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate Paracresol Methyl Ether Paracresol Acetate Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Phenyl-Acetate Para Cymene (gal.) Phenylacetic Acid Phenylacetic Acid Phenylacetic Acid Phenylethyl Alcohol Phenylethyl Butyrate Phenyl Formate Phenylethyl Fropionate Phenylpropyl Acet. Phenylpropyl Acet. Phenylpropyl Alcohol Phenylpropyl Alcohol Phenylpropyl Alcohol Phenylpropyl Alcohol Phenylpropyl Alcohol Phenylpropyl Alcohol Phenylpropyl Aldehyde Rhodinol	75@ 3.25@ 2.50@ 2.50@ 2.50@ 2.50@ 2.10@ 3.00@ 2.10@ 3.25@ 3.25@ 3.25@ 3.15@ 4.00@ 3.50@ 3.50@ 3.60@ 2.50@ 3.60@ 2.25@ 2.75@ 2.25@ 2.75@ 2.25@ 2.75@ 3.60@ 3.	1.75 4.00 6.75 4.50 28.00 11.50 32.00 5.25 2.7550 3.65 3.80 1.25 1.80 48.00 48.00 5.25 3.50 1.65 4.75 4.70 1.65 4.75 1.00 1.65 4.75 1.00 1.00 18.00 9.75	Phosphate, tri-besic Camphor Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocoa butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum galbanum Gum myrhh Henna, powd. Hydrogen peroxide Kaolin Labdanum Lanolin, hydrous anhydrous Magnesium, Carbonate Stearate Musk, ounce Naptha, cleaners, th. cars	.13@ .55@ .55@ .6.10@ .75@ .24@ .15@ .26@ .15@ .26@ .15@ .26@ .26@ .15@ .26@ .26@ .26@ .26@ .20@ .26@ .17@ .20@ .20@ .36@ .17@ .20@ .17@ .20@ .17@ .20@ .17@ .20@ .17@ .20@ .15@ .16@ .091/2@ .16@ .091/2@ .16@	.15 .61 20.00 1.50 2.15 .06l/ <sub>2</sub> 5.25 2.4l/ <sub>2</sub> 6.00 .15 .25 33.00 .28 .12 1.45 .28 1.05 .40 .15 .08 .05 5.00 .20 .21 .22 .24 .00 .15 .25	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Heptenone Methyl So-eugenol Methyl Peracresol Methyl Peracresol Methyl Paracresol Methyl Paracresol Methyl Paracresol Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Penyl-Acetate Para Cymene (gal.) Phenylacetic Acid Phenylacetic Acid Phenylathyl Acetate Phenylethyl Acetate Phenylethyl Alcohol Phenylethyl Butyrate Phenylethyl Butyrate Phenylethyl Butyrate Phenylethyl Forpionate Phenylethyl Propionate Phenylpropyl Alcohol Safrol Santalyl Acetate	75@ 3.25@@ 2.50@ 2.50@@ 2.50@@ 2.50@@ 2.10@@ .42@ 3.25@@ 1.00@ 1.55@ 1.00@ 1.55@ 3.60@ 7.50@ 1.25@@ 2.75@ 1.25@@ 2.75@ 16.00@ 18.00@ 18.00@ 4.50@ 1.00	1.75 4.00 6.75 4.50 28.00 52.50 3.2.00 5.2.75 .50 3.60 1.25 1.80 48.00 40.00 5.25 3.50 12.00 11.65 4.75 8.50 4.00 12.00 18.00 9.75 11.00 8.35 11.00 16.00 .58	Phosphate, tri-besic Camphor Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry leurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocca butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum gelbanum Gum myrhh Henna, powd. Hydrogen peroxide Kaolin Labdanum Lanolin, hydrous anhydrous Magnesium, Carbonate Stearate Musk, ounce Naptha, cleaners, th. cars. Oilbanum, tears	.13@ .55@ 1.50@ 1.50@ 1.75@ 1.90@ .031/2@ .00@ .24@ .15@ .30@ 1.50@ .26@ .103/4@ 1.20@ .20@ .05@ .05@ .17@ .20@ .17@ .20@ .17@ .20@ .19@ .16@ .08@ .09% .09% .09% .09% .09% .09% .09% .09%	.15 .61 20.00 1.50 2.15 .06½ 5.25 224½ 6.00 .15 .25 33.00 .28 .12 1.45 .28 1.05 .40 .15 .28	Grease white
Methyl Benzoate Methyl Cinnamate Methyl Eugenol Methyl Heptenone Methyl Heptenone Methyl Heptenone Methyl Soe-eugenol Methyl Octine Carbonate Methyl Paracresol Methyl Phenylacetate Methyl Salicylate Musk Ambrette Ketone Xylene Nerolin (ethyl ester) Nitrobenzol Nonyl Acetate Paracresol Methyl Ether Paracresol Acetate Paracresol Methyl Ether Paracresol Methyl Ether Paracresol Phenyl-Acetate Para Cymene (gal.) Phenylacetic Acid Phenylacetic Acid Phenylacetic Acid Phenylethyl Alcohol Phenylethyl Butyrate Phenyl Formate Phenylethyl Fropionate Phenylpropyl Acet. Phenylpropyl Acet. Phenylpropyl Alcohol Phenylpropyl Alcohol Phenylpropyl Alcohol Phenylpropyl Alcohol Phenylpropyl Alcohol Phenylpropyl Alcohol Phenylpropyl Aldehyde Rhodinol	75@ 3.25@@ 2.50@ 2.50@@ 2.50@@ 2.50@@ 2.10@@ .42@ 3.25@@ 1.00@ 1.55@ 1.00@ 1.55@ 3.60@ 7.50@ 1.25@@ 2.75@ 1.25@@ 2.75@ 16.00@ 18.00@ 18.00@ 4.50@ 1.00	1.75 4.00 6.75 4.50 28.00 5.25 2.75 .50 3.65 3.80 1.25 1.80 48.00 40.00 5.25 3.50 1.65 4.70 4.00 1.65 4.70 12.00 18.00 9.75 11.00 8.35 11.00 16.00 .58 8.50	Phosphate, tri-besic Camphor Camphor Castoreum Cetyl Alcohol Pure Chalk, precip. Cherry laurel water, din. Citric acid Civet, ounce Clay, Colloidal Cocoa butter lump Cyclohexanol (Hexalin) Fuller's Earth, ton Gum Arabic, white Amber Gum Benzoin, Siam Sumatra Gum galbanum Gum myrhh Henna, powd. Hydrogen peroxide Kaolin Labdanum Lanolin, hydrous anhydrous Magnesium, Carbonate Stearate Musk, ounce Naptha, cleaners, th. cars	.13@ .55@ .55@ .6.10@ .75@ .24@ .15@ .26@ .15@ .26@ .15@ .26@ .26@ .15@ .26@ .26@ .26@ .26@ .20@ .26@ .17@ .20@ .20@ .36@ .17@ .20@ .17@ .20@ .17@ .20@ .17@ .20@ .17@ .20@ .15@ .16@ .091/2@ .16@ .091/2@ .16@	.15 .61 20.00 1.50 2.15 .06l/ <sub>2</sub> 5.25 2.4l/ <sub>2</sub> 6.00 .15 .25 33.00 .28 .12 1.45 .28 1.05 .40 .15 .08 .05 5.00 .20 .21 .22 .24 .00 .15 .25	Grease white

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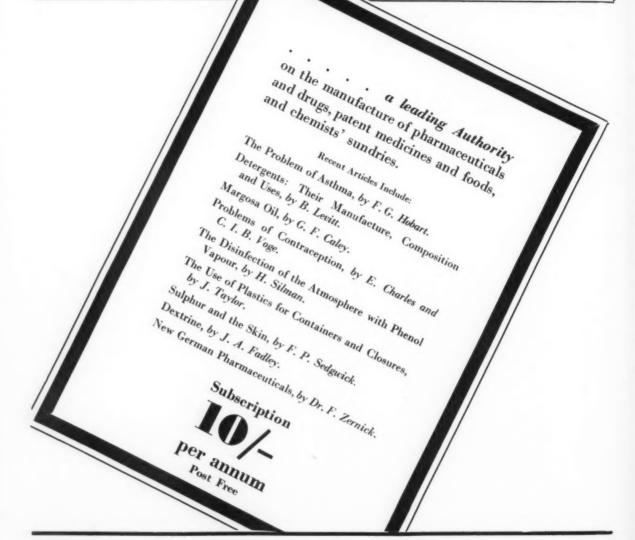
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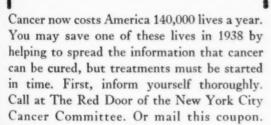
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- Prices and Discounts
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- 7. Choice of Retail Outlets
- 8. Department Store and Specialty Shop
- 9. The Drug Store
- 10. Chains and Syndicate Stores
- 11. The Beauty Shop
- 12. Demonstrations and Push Money
- 13. Magazine Advertising
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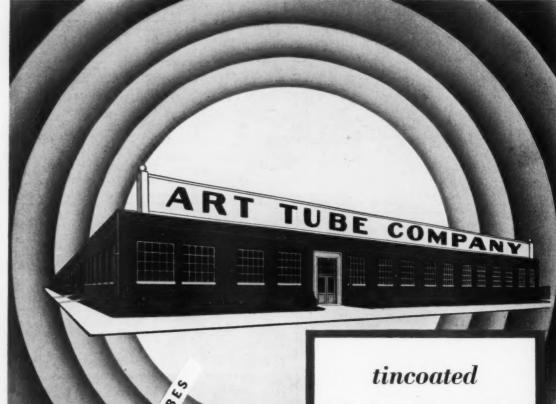
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